

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 7, 1982

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.8	24,290
2	DALLAS	28.5	23,230
3	TOO CLOSE FOR COMFORT#	25.2	20,540
4	ABC SUNDAY NIGHT MOVIE	24.8	20,210
5	THREE'S COMPANY	24.3	19,800
6	DUKES OF HAZZARD	23.6	19,230
6	MAGNUM, P.I.	23.6	19,230
6	TRAPPER JOHN, M.D.	23.6	19,230
9	M*A*S*H	23.4	19,070
10	HART TO HART#	23.1	18,830
11	ALICE	22.4	18,260
11	JEFFERSONS	22.4	18,260
13	ARCHIE BUNKER'S PLACE	22.0	17,930
14	AMERICAN MUSIC AWARDS(S)	21.5	17,520
14	REAL PEOPLE	21.5	17,520
16	ONE DAY AT A TIME	21.4	17,440

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	21.2	45,700
2	DUKES OF HAZZARD	19.5	42,150
3	DALLAS	19.2	41,400
4	60 MINUTES	18.4	39,620
5	CHIPS#	17.7	38,070
6	TOO CLOSE FOR COMFORT#	17.6	37,940
7	MAGNUM, P.I.	16.7	36,090
8	THREE'S COMPANY	16.6	35,740
9	GREATEST AMERICAN HERO	15.8	34,050
10	HART TO HART#	15.6	33,740
11	M*A*S*H	15.6	33,730
12	REAL PEOPLE	15.5	33,460
13	AMERICAN MUSIC AWARDS(S)	15.5	33,420
14	WALT DISNEY	15.4	33,130
15	HAPPY DAYS	15.1	32,520
16	FALL GUY	15.0	32,260

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.1	21,290
2	60 MINUTES	23.2	19,670
3	TOO CLOSE FOR COMFORT#	21.3	18,030
4	TRAPPER JOHN, M.D.	20.9	17,740
5	MAGNUM, P.I.	20.2	17,120
6	THREE'S COMPANY	19.9	16,880
7	JEFFERSONS	19.5	16,510
8	HART TO HART#	19.4	16,410
9	ABC SUNDAY NIGHT MOVIE	19.0	16,110
10	AMERICAN MUSIC AWARDS(S)	18.9	15,980
11	LITTLE HOUSE-PRAIRIE	18.8	15,930
12	ALICE	18.8	15,910
13	M*A*S*H	18.7	15,880
14	FALCON CREST	18.7	15,810
15	ARCHIE BUNKER'S PLACE	17.9	15,170
16	ONE DAY AT A TIME	17.9	15,130

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	21.9	16,700
2	60 MINUTES	21.7	16,530
3	PRO BOWL FOOTBALL GAME(S)	17.4	13,270
4	CHIPS#	16.9	12,890
5	FALL GUY	16.7	12,690
6	NBC MONDAY NIGHT MOVIES	16.2	12,370
7	DALLAS	16.0	12,220
8	TODAY'S FBI	16.0	12,210
9	MAGNUM, P.I.	16.0	12,150
10	HART TO HART#	15.8	12,040
11	DUKES OF HAZZARD	15.8	12,010
12	REAL PEOPLE	15.2	11,600
13	THREE'S COMPANY	15.0	11,430
14	BRET MAVERICK#	14.6	11,140
15	CBS SAT. NIGHT MOVIE#	14.6	11,100
16	M*A*S*H	14.6	11,080

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 7, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	24.3	12,890
2	DALLAS	22.6	12,000
3	AMERICAN MUSIC AWARDS(S)	21.1	11,240
4	TOO CLOSE FOR COMFORT#	20.8	11,060
5	THREE'S COMPANY	20.7	11,010
6	HART TO HART#	18.0	9,590
6	TRAPPER JOHN, M.D.	18.0	9,590
8	DYNASTY	17.4	9,230
9	M*A*S*H	17.2	9,160
10	HILL STREET BLUES	16.3	8,690
11	GREATEST AMERICAN HERO	16.2	8,590
12	CBS SAT. NIGHT MOVIE#	16.0	8,530
12	LAVERNE & SHIRLEY	16.0	8,530
14	DUKES OF HAZZARD	15.8	8,420
14	HAPPY DAYS	15.8	8,420
16	FACTS OF LIFE	15.8	8,400

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	37.3	9,640
2	ALICE	32.2	8,330
3	ARCHIE BUNKER'S PLACE	32.2	8,320
4	JEFFERSONS	31.7	8,200
5	DALLAS	30.5	7,900
6	ONE DAY AT A TIME	30.2	7,800
7	MAGNUM, P.I.	28.8	7,460
8	LITTLE HOUSE-PRAIRIE	27.6	7,150
9	TRAPPER JOHN, M.D.	26.4	6,840
10	REAL PEOPLE	25.0	6,460
11	FALCON CREST	24.9	6,440
12	FATHER MURPHY	23.3	6,030
13	DUKES OF HAZZARD	22.4	5,790
14	BRET MAVERICK#	21.8	5,640
15	HART TO HART#	21.3	5,520

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	26.8	13,680
2	FALL GUY	17.9	9,130
3	CHIPS#	17.6	8,960
4	TODAY'S FBI	17.2	8,750
5	NBC MONDAY NIGHT MOVIES	16.3	8,300
6	HART TO HART#	16.2	8,250
7	60 MINUTES	15.8	8,040
8	PRO BOWL FOOTBALL GAME(S)	15.6	7,960
8	THREE'S COMPANY	15.6	7,960
10	GREATEST AMERICAN HERO	15.4	7,860
11	CBS SAT. NIGHT MOVIE#	15.3	7,780
12	HILL STREET BLUES	14.8	7,560
13	TOO CLOSE FOR COMFORT#	14.6	7,440
14	HALLMARK HALL OF FAME(S)	14.4	7,340
15	DALLAS	14.2	7,240
16	AMERICAN MUSIC AWARDS(S)	14.0	7,130
17	DUKES OF HAZZARD	13.6	6,960
18	NBC SUNDAY NIGHT MOVIE	13.6	6,930

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	36.0	7,140
2	ARCHIE BUNKER'S PLACE	27.6	5,480
3	ALICE	25.3	5,020
4	REAL PEOPLE	24.9	4,930
5	ONE DAY AT A TIME	24.8	4,920
6	MAGNUM, P.I.	24.5	4,860
7	BRET MAVERICK#	24.3	4,820
8	JEFFERSONS	22.6	4,470
9	DUKES OF HAZZARD	22.1	4,380
9	FATHER MURPHY	22.1	4,380
11	DALLAS	21.5	4,260
12	PRO BOWL FOOTBALL GAME(S)	20.6	4,090
13	ABC NEWS SPECIAL:FDR(S)	20.1	3,980
14	LITTLE HOUSE-PRAIRIE	19.3	3,820
15	HARPER VALLEY	18.8	3,730
16	THAT'S INCREDIBLE	18.5	3,660
17	TRAPPER JOHN, M.D.	18.3	3,620

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
							AVG. AUD. %	AVG. SHARE %		(0,000)	18-34				18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+										
•EVENING																																	
ABC NEWS SPECIAL:FDR(S)										195	A 15.2 24 1239		1733	749	320	816	212	381	376	376	381	709	195	316	319	332	320	106^	68^	102^	69^		
1 FRI. 8.00P 180 ABC N										99	A 15.7 25 1280		1769	768	307	825	206	365	361	383	402	647	171^	318	334	327	274	117^	78^	180^	130^		
8.30 - 9.00											A 16.6 26 1353		1763	776	304	832	190	359	370	405	411	677	159^	307	331	351	303	99^	75^	155^	114^		
9.00 - 9.30											A 15.2 24 1239		1774	801	317	866	231	406	400	376	406	719	171^	270	314	353	350	117^	66^	72^	42^		
9.30 - 10.00											A 14.0 22 1141		1784	779	309	854	231	390	387	361	410	757	214	305	332	341	355	115^	67^	58^	30^		
10.00 - 10.30											A 15.1 25 1231		1692	716	365	795	210	408	391	384	342	738	219	336	297	325	337	95^	65^	64^	40^		
10.30 - 11.00											A 14.5 25 1182		1623	659	326	729	208	367	337	334	325	741	239	366	303	310	319	89^	57^	64^	43^		
ABC NEWSBRIEF-M-F										90 188 193	A 18.1 27 1475		1790	712	321	784	304	503	429	360	230	609	242	405	347	279	168	188	103	209	144		
1 M & TU 8.58P 1 ABC N										97 98	B 18.0 28 1467		1760	702	303	769	301	489	419	350	227	642	262	418	368	292	178	163	76	186	132		
1 W & TH 9.58P 1																																	
1 FRI. 10.04P 1																																	
2 MON. 10.06P 1																																	
2 TU-F 9.58P 1																																	
ABC NEWSBRIEF-SAT.										18 191 194	A 19.0 31 1549		1930	786	308	859	297	496	430	394	300	525	197	323	295	234	179	220	134	326	245		
SAT. 9.58P 1 ABC N										97 98	B 19.3 32 1573		1867	763	333	863	323	512	428	370	293	550	229	351	293	228	175	202	118	252	199		
ABC NEWSBRIEF-SUN.										18 191 194	A 20.1 29 1638		2230	769	341	808	371	643	544	397	130	816	415	647	531	348	133	276	96	330	229		
1 SUN. 9.59P 1 ABC N										98 98	B 18.4 27 1500		1907	696	290	752	324	542	473	353	155	828	386	611	548	377	156	173	69	154	112		
2 SUN. 9.58P 1																																	
ABC SPORTS UPDATE-SAT										18 187 188	A 13.7 22 1117		1623	736	289	798	245	430	374	388	316	442	164	231	202	208	180	111	82^	272	206		
SAT. 8.58P 1 ABC SN										97 97	B 16.3 26 1328		1820	744	318	835	306	480	382	347	302	546	217	331	282	233	182	161	97	278	200		
ABC SPORTS UPDATE-SUN										18 193 191	A 15.5 23 1263		1998	671	361	778	282	512	452	388	208	759	347	495	392	314	214	162	112	299	199		
1 SUN. 8.29P 1 ABC SN										98 99	B 14.9 22 1214		2009	684	314	761	269	480	442	374	221	747	305	492	436	368	191	178	81	323	216		
2 SUN. 7.32P 1																																	
ABC SUNDAY NIGHT MOVIE										14 200 202	A 24.8 36 2021		2261	747	337	798	371	638	538	384	122	828	446	676	563	341	116	274	109	361	248		
1 SUN. 9.00P 144 ABC FF										99 99	B 21.0 32 1712		1961	719	307	782	333	568	494	375	157	804	392	616	532	353	137	199	87	176	127		
2 SUN. 8.00P 120																																	
8.00 - 8.30											A 27.9 40 2274		2421	721	321	773	371	620	540	368	102^	792	448	658	576	319	95^	271	114	585	387		
8.30 - 9.00											A 30.2 42 2461		2430	710	323	758	376	624	537	355	88^	824	474	702	615	328	88^	273	103	575	386		
9.00 - 9.30											A 26.2 37 2135		2358	769	343	814	373	651	556	401	118	840	441	684	576	354	120	285	118	419	287		
9.30 - 10.00											A 24.6 35 2005		2286	753	336	796	364	636	544	393	121	832	439	674	556	345	121	286	110	372	253		
10.00 - 10.30											A 20.6 31 1679		2061	749	331	812	384	650	525	367	140^	847	461	686	521	340	126^	277	97^	125^	103^		
10.30 - 11.00											A 20.4 32 1663		2032	750	327	811	362	632	518	380	153	872	490	714	549	331	126^	260	104^	89^	69^		
11.00 - 11.30											A 22.2 39 1809		1851	754	395	823	383	647	520	388	148	748	367	589	496	331	130^	227	99^	53^	31^		
ABC THEATRE(S)										195	A 16.0 24 1304		1419	785	273	827	277	482	382	388	309	484	145^	282	261	237	166^	62^	29^	46^	28^		
2 MON. 9.00P 120 ABC GD										99																							
9.00 - 9.30											A 16.7 23 1361		1413	764	258	794	263	433	354	352	337	504	152^	302	254	239	184	49^	37^	66^	39^		
9.30 - 10.00											A 16.4 24 1337		1447	785	276	818	278	473	383	385	310	512	169^	308	275	242	165^	51^	25^	66^	43^		
10.00 - 10.30											A 16.4 25 1337		1378	782	274	825	274	490	387	397	292	452	131^	265	262	230	147^	75^	23^	26^	13^		
10.30 - 11.00											A 14.6 24 1190		1419	803	286	866	291	530	395	417	295	460	120^	251	252	237	164^	67^	30^	26^	15^		
ABC WORLD NEWS TONIGHT										89 200 204	A 13.0 21 1060		1552	727	220	765	159	312	323	405	386	589	130	268	264	328	277	63	39^	135	71		
M-F 6.30P 30 ABC N										98 99	B 13.1 23 1068		1538	707	236	742	168	334	328	389	351	633	160	297	295	343	275	57	31	106	61		
ABC WRLD NEWS TONIGHT-SUN										15 162	A 9.4 17 766		1805	731	297^	731	154^	325	353	372	350	893	355	516	430	396	341	73^	47^	108^	77^		
2 SUN. 6.30P 30 ABC N										88	B 7.8 13 636		1629	723	248	782	145	322	319	368	406	671	194	336	318	316	281	67	35	109	60		
ALICE										13 195 193	A 22.4 31 1826		1708	765	285	871	214	355	328	362	456	536	142	225	220	235	275	105	72	196	155		
SUN. 9.00P 30 CBS CS										99 99	B 22.9 33 1866		1729	774	318	869	262	430	384	376	371	558	171	287	280	256	231	124	70	178	131		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)							
EVENING CONT'D																																			
ALL STAR FAMILY FEUD(S)										196		A	12.9	20	1051	2058	749	292	881	226	506	498	431	303	626	171	459	382	372	151	272	163	279	185	
2 FRI. 9.00P 60 ABC QP										99		A	12.5	20	1019	2058	737	289	871	227	496	483	421	303	646	187	469	389	373	156	276	165	265	172	
9.00 - 9.30												A	13.3	21	1084	2041	756	294	885	226	516	510	437	298	598	151	443	376	369	141	269	158	289	195	
9.30 - 10.00																																			
AMERICAN MUSIC AWARDS(S)										195		A	21.5	32	1752	1908	798	358	914	418	643	521	385	218	576	242	406	336	264	120	258	161	160	110	
1 MON. 9.00P 120 ABC AC										99		A	20.6	29	1679	1955	764	331	890	376	589	481	373	252	579	213	383	321	280	145	225	135	261	195	
9.00 - 9.30												A	22.1	32	1801	1948	793	364	927	409	655	524	399	228	575	242	402	326	253	132	273	166	173	114	
9.30 - 10.00												A	22.3	34	1817	1861	796	348	906	444	651	516	363	201	594	263	436	358	268	106	263	174	98	59	
10.00 - 10.30												A	21.1	35	1720	1854	829	381	920	436	664	560	399	185	556	250	402	334	251	100	267	167	111	74	
10.30 - 11.00																																			
ARCHIE BUNKER'S PLACE										14	194	193	A	22.0	32	1793	1715	766	250	845	190	303	312	326	463	608	167	244	248	255	306	100	59	162	123
SUN. 8.00P 30 CBS CS										99	99	B	21.5	32	1752	1672	732	279	817	225	362	333	353	386	600	179	286	278	271	274	100	56	155	115	
BARBARA MANDRELL										3	203	185	A	14.4	23	1174	1840	748	272	883	230	423	366	427	401	631	146	267	294	329	300	120	67	206	145
SAT. 9.00P 60 NBC GV										99	96	B	15.4	24	1255	1859	780	267	891	223	422	392	454	395	670	173	302	334	337	289	100	58	198	137	
9.00 - 9.30												A	14.6	23	1190	1851	756	277	896	239	442	372	429	402	620	139	263	281	318	300	132	71	203	148	
9.30 - 10.00												A	14.1	23	1149	1837	745	265	876	222	406	363	427	404	647	153	274	311	341	301	107	61	207	143	
BARNEY MILLER										13	201	204	A	16.2	25	1320	1685	704	327	760	331	501	438	327	212	650	286	450	394	282	175	127	59	148	111
THU. 9.00P 30 ABC CS										98	99	B	16.3	25	1328	1690	698	316	755	307	474	405	340	227	666	291	441	404	294	181	121	50	148	104	
BENSON										10	203	A	16.2	26	1320	1694	810	290	859	274	423	405	353	366	605	187	364	324	321	208	117	82	113	96	
2 FRI. 8.00P 30 ABC CS										98		B	16.2	27	1320	1727	732	301	813	281	459	405	349	300	554	197	338	309	267	174	134	82	226	165	
BEST OF THE WEST										18	191	A	11.8	18	962	1722	685	275	694	334	503	389	307	162	563	309	433	342	230	105	119	40	346	242	
1 THU. 8.30P 30 ABC CS										98		B	15.7	25	1280	1867	645	285	700	316	482	397	300	170	603	293	435	372	250	134	191	90	373	255	
BILLY CRYSTAL COMEDY HOUR										2	193	189	A	10.4	18	848	1640	697	386	779	274	474	419	382	245	599	230	366	347	280	194	166	86	96	88
SAT. 10.00P 60 NBC CV										96	97	B	10.4	18	848	1640	697	386	779	274	474	419	382	245	599	230	366	347	280	194	166	86	96	88	
10.00 - 10.30												A	11.1	19	905	1651	708	390	796	279	485	431	383	245	608	230	372	353	290	195	147	80	100	90	
10.30 - 11.00												A	9.7	17	791	1611	678	379	752	264	454	403	379	246	582	229	356	340	267	190	186	91	91	83	
BOSOM BUDDIES										1	200	A	13.0	20	1060	1896	656	345	724	343	474	387	260	205	599	265	493	393	300	106	168	54	405	278	
2 THU. 8.30P 30 ABC CS										98		B	13.0	20	1060	1896	656	345	724	343	474	387	260	205	599	265	493	393	300	106	168	54	405	278	
BRET MAVERICK										7	206	A	18.2	27	1483	1686	769	229	784	158	334	369	378	381	752	230	348	349	315	325	59	26	91	64	
2 TUE. 9.00P 60 NBC EW										99		B	19.6	29	1597	1682	680	208	717	189	344	345	348	309	745	246	399	368	336	294	84	32	136	87	
9.00 - 9.30												A	18.2	27	1483	1715	771	230	785	161	329	365	372	384	753	225	343	338	316	334	64	25	113	78	
9.30 - 10.00												A	18.3	28	1491	1642	761	224	775	158	337	371	377	371	744	232	348	357	312	313	56	25	67	47	
BUGS BUNNY'S VALENTINE(S)										186		A	16.4	24	1337	2084	529	156	553	202	392	373	259	134	492	240	396	358	204	77	214	69	825	373	
2 TUE. 8.00P 30 CBS EA										98																									
CASSIE AND COMPANY										2	198	194	A	13.3	23	1084	1759	689	361	751	225	449	467	447	199	691	182	422	435	412	197	184	69	133	98
FRI. 10.00P 60 NBC PD										98	96	B	13.3	23	1084	1759	689	361	751	225	449	467	447	199	691	182	422	435	412	197	184	69	133	98	
10.00 - 10.30												A	13.4	22	1092	1760	694	356	755	233	453	470	440	197	704	176	429	437	429	204	168	53	133	102	
10.30 - 11.00												A	13.2	23	1076	1751	683	367	744	215	441	464	452	200	679	191	417	432	396	189	195	85	133	94	
CBS EVENING NEWS-RATHER										89	193	195	A	14.9	24	1214	1558	683	180	765	150	295	305	339	419	624	178	306	299	296	265	64	33	105	51
M-F 6.30P 30 CBS N										97	99	B	14.0	24	1141	1525	681	191	750	149	288	304	352	395	610	156	285	293	295	270	74	36	91	54	
CBS EVENING NEWS-DEAN										7	172	A	12.5	20	1019	1559	630	229	727	113	254	300	349	396	694	207	347	292	304	309	61	8	77	45	
1 SUN. 6.30P 30 CBS N										90		B	9.3	16	758	1537	673	201	739	144	261	276	328	415	644	148	272	286	306	321	65	16	89	55	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																				
WK #		DAY		START TIME		DUR		NET TYPE		WK 1		WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY HOUSE		WORK WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
																											TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL 6-11
EVENING CONT'D																																																					
CBS EVENING NEWS-DEAN(B)										113		59		A	7.0	13	571	1471	639	182^	639	65^	281^	319^	465	306^	618	113^	293^	283^	337^	325^	72^	LT	142^	104^																	
2 SUN. 6.30P 30 CBS N														B	10.2	18	831	1540	680	182	753	129^	233	243	347	470	593	137^	242	226	285	318	67^	19^	127^	66^																	
CBS SAT. NEWS-SCHIEFFER SAT. 6.30P 30 CBS N										18 147 149 85 86				B	10.6	19	864	1545	714	177	782	122	251	269	356	470	610	131	264	261	300	301	59	25	94	50																	
CBS SAT. NIGHT MOVIE 2 SAT. 9.00P 150 CBS FF										13 188 98				A	19.9	34	1622	1804	714	351	763	298	525	482	386	160	683	272	478	473	346	149	147	60^	211	160																	
9.00 - 9.30														B	17.9	31	1459	1938	746	296	825	321	533	480	388	227	692	266	461	447	356	169	154	61	267	193																	
9.30 - 10.00														A	18.7	29	1524	1896	705	328	747	279	493	457	375	184	635	264	451	441	315	148^	188	84^	326	246																	
10.00 - 10.30														A	18.3	29	1491	1782	699	334	739	295	515	476	366	151^	627	269	458	456	303	126^	172	74^	244	185																	
10.30 - 11.00														A	20.4	34	1663	1773	722	372	766	310	533	487	386	153	697	288	495	493	353	136^	117^	54^	193	150																	
11.00 - 11.30														A	21.4	38	1744	1808	715	382	770	298	544	501	404	144	724	268	501	489	381	161	136	51^	178	139																	
														A	20.8	39	1695	1759	723	338	785	303	533	479	396	172	727	277	491	475	369	178	121^	37^	126^	96^																	
CBS TUESDAY NIGHT MOVIES 2 TUE. 9.00P 120 CBS FF										9 187 97				A	12.0	19	978	1456	659	233^	715	272	489	461	337	185^	571	217^	425	441	288	105^	85^	44^	85^	75^																	
9.00 - 9.30														B	15.7	25	1280	1621	699	259	793	264	452	415	376	261	623	221	371	332	308	203	107	41	98	72																	
9.30 - 10.00														A	12.1	18	986	1514	635	223^	701	242	453	438	344	201^	521	187^	346	374	264	120^	134^	61^	158^	139^																	
10.00 - 10.30														A	11.2	17	913	1472	658	258^	738	287	512	480	351	177^	512	174^	369	402	273	98^	106^	43^	116^	110^																	
10.30 - 11.00														A	12.5	20	1019	1485	697	240	750	314	531	486	326	180^	625	261	493	502	300	98^	66^	38^	44^	32^																	
														A	12.1	20	986	1354	651	210^	679	245	463	448	327	186^	613	241	480	483	307	103^	34^	34^	28^	23^																	
CBS WEDNESDAY NIGHT MOVIE WED. 9.00P 120 CBS FF										7 188 189 98 99				A	16.5	26	1345	1581	685	219	787	205	381	386	408	332	661	191	378	373	381	220	61^	18^	72^	50^																	
9.00 - 9.30														B	16.7	26	1361	1604	701	249	809	252	438	403	406	295	589	183	342	345	329	188	112	61	94	67																	
														A	15.6	23	1271	1576	684	228	795	227	376	370	389	348	627	178	332	339	351	230	63^	23^	91^	50^																	
9.30 - 10.00														A	16.9	25	1377	1581	702	221	806	199	378	392	427	348	628	166	334	338	364	233	67^	18^	80^	53^																	
10.00 - 10.30														A	17.1	27	1394	1579	686	218	782	199	384	387	408	327	688	205	417	406	403	206	49^	8^	60^	48^																	
10.30 - 11.00														A	16.5	27	1345	1570	665	213	760	194	383	388	407	305	694	215	421	402	400	210	60^	18^	56^	45^																	
CHIPS 1 SUN. 8.00P 60 NBC OP										15 212 99				A	19.6	28	1597	2384	673	246	741	303	512	479	329	169	809	320	561	529	410	191	289	115^	545	302																	
8.00 - 8.30														B	17.2	25	1402	2192	680	279	768	296	487	401	325	237	682	272	460	406	322	173	267	101	475	309																	
8.30 - 9.00														A	19.2	28	1565	2385	658	254	730	301	508	470	326	167	813	336	570	534	404	183	272	110^	570	305																	
														A	20.0	28	1630	2374	689	237	752	304	517	484	330	173	800	304	551	523	413	194	300	117^	522	299																	
CODE RED 1 SUN. 7.27P 33 ABC GD										12 184 192 95 98				A	12.9	20	1051	2157	664	311	761	298	528	479	379	172	662	268	419	410	319	179	264	158	470	273																	
2 SUN. 7.00P 60														B	12.9	19	1051	2042	723	317	816	275	514	474	400	247	651	245	424	381	337	172	210	99	365	224																	
7.00 - 7.30														A	11.5	18	937	2154	735	330	823	295	532	511	409	220^	672	256	413	426	332	205^	242^	173^	417	228^																	
7.30 - 8.00														A	13.7	20	1117	2151	634	301	736	297	525	467	368	153	652	271	420	405	312	161	271	153	492	292																	
DALLAS FRI. 9.00P 60 CBS GD										9 203 202 99 99				A	28.5	45	2323	1782	843	300	918	328	517	431	404	341	525	199	312	273	236	183	111	61	228	147																	
9.00 - 9.30														B	29.3	46	2388	1838	849	312	934	328	517	452	411	349	564	210	333	294	255	195	127	70	213	147																	
9.30 - 10.00														A	28.1	44	2290	1793	845	296	920	328	520	429	405	341	523	199	306	269	233	186	110	58	240	155																	
														A	28.8	45	2347	1774	842	303	916	325	515	434	408	341	530	200	319	277	240	181	112	64	216	141																	
DEMOCRAT. VIEW COMMENTARY(S) 1 TUE. 10.35P 7 NBC N										205 99				A	11.1	19	905	1383	645	230^	664	108^	234^	264	390	362	640	79^	300	322	438	293	24^	LT	55^	55^																	
DIFF'RENT STROKES THU. 9.00P 30 NBC CS										13 191 198 94 98				A	17.6	27	1434	2079	770	269	854	291	490	414	353	303	564	206	341	297	239	173	215	136	446	318																	
														B	17.1	26	1394	2013	753	277	840	266	477	415	368	312	563	185	340	314	265	179	246	107	364	261																	
DUKES OF HAZZARD FRI. 8.00P 60 CBS CS										9 202 202 95 99				A	23.6	37	1923	2192	701	235	783	265	436	359	336	301	625	228	362	316	298	228	206	86	578	333																	
8.00 - 8.30														B	23.7	38	1932	2199	690	231	764	253	414	367	348	295	625	222	361	312	297	229	204	77	606	367																	
8.30 - 9.00														A	21.9	35	1785	2218	702	237	787	268	441	359	337	304	637	233	366	322	304	233	205	85	589	330																	
														A	25.2	40	2054	2172	704	236	782	263	437	360	337	300	614	223	358	311	294	223	207	85	569	334																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
DYNASTY						11	200	200		A 20.0	33	1630	1589	788	321	863	354	565	480	424	223	553	231	358	303	248	151	135	85	38^	20^
WED. 10.00P 60 ABC GD						99	99		B 19.5	32	1589	1602	776	319	853	348	548	463	399	231	556	235	356	298	239	159	128	77	65	48	
10.00 - 10.30									A 19.8	32	1614	1590	785	321	857	351	571	482	423	218	555	226	363	311	255	151	140	93	38^	19^	
10.30 - 11.00									A 20.2	34	1646	1581	790	318	867	355	560	476	425	228	550	232	352	297	242	152	130	76	34^	20^	
FACTS OF LIFE						14	194	200		A 20.0	29	1630	1828	754	345	866	322	515	415	342	292	484	170	283	239	202	165	219	134	259	206
WED. 9.00P 30 NBC CS						98	98		B 19.6	29	1597	1779	773	323	854	290	464	386	349	331	511	160	281	257	238	185	189	102	225	177	
FALCON CREST						9	201	200		A 21.3	37	1736	1562	809	273	910	298	472	401	416	370	439	143	232	208	206	174	114	71	99	82
FRI. 10.00P 60 CBS GD						99	99		B 21.7	37	1769	1623	817	297	905	285	467	428	416	357	511	164	268	265	242	196	92	61	115	86	
10.00 - 10.30									A 21.9	37	1785	1593	818	277	918	304	475	401	413	373	444	150	237	212	207	170	115	72	116	95	
10.30 - 11.00									A 20.6	36	1679	1530	801	269	906	293	469	401	417	372	430	137	225	204	205	174	110	69^	84	70^	
FALL GUY						13	197	202		A 20.9	31	1703	1894	628	268	682	292	477	425	341	155	744	356	536	428	333	163	228	114	240	162
WED. 9.00P 60 ABC A						98	99		B 19.0	29	1549	1843	657	272	698	282	484	438	342	164	737	331	512	435	336	179	195	69	213	149	
9.00 - 9.30									A 20.6	30	1679	1923	623	270	671	285	462	418	334	157	747	360	535	429	337	168	229	110	276	180	
9.30 - 10.00									A 21.1	31	1720	1866	634	268	694	301	493	431	347	153	744	354	537	429	331	158	221	116	207	147	
FAME						5	197	203		A 14.7	23	1198	2157	686	331	775	305	518	455	317	218	522	214	350	310	214	140	282	205	578	403
THU. 8.00P 60 NBC GD						97	99		B 16.1	24	1312	2060	733	317	814	325	542	453	338	227	540	223	361	305	230	148	274	184	432	313	
8.00 - 8.30									A 14.5	22	1182	2113	669	312	748	279	482	427	311	230	528	207	336	313	220	154	273	201	564	384	
8.30 - 9.00									A 15.0	23	1223	2172	696	345	788	321	547	473	324	204	510	217	356	300	206	128	288	207	586	417	
FANTASY ISLAND						16	196	198		A 18.0	32	1467	1791	738	300	817	303	498	432	374	252	551	207	333	308	249	173	185	129	238	175
SAT. 10.00P 60 ABC A						99	96		B 18.4	33	1500	1787	734	315	820	318	506	416	352	261	571	246	370	311	236	171	178	99	218	173	
10.00 - 10.30									A 17.8	31	1451	1807	744	296	822	305	501	433	374	255	542	208	327	306	239	171	181	127	262	195	
10.30 - 11.00									A 18.2	33	1483	1765	728	298	808	300	493	430	374	247	558	206	335	311	258	175	188	131	211	153	
FATHER MURPHY						12	205	212		A 16.0	24	1304	1832	824	299	910	190	373	388	433	462	657	152	253	256	331	335	58^	32^	207	115
TUE. 8.00P 60 NBC GD						96	99		B 17.6	26	1434	1786	789	255	873	195	346	352	403	453	618	156	263	271	295	305	79	38	216	128	
8.00 - 8.30									A 15.3	23	1247	1836	828	303	918	193	373	382	433	472	663	152	255	257	335	342	50^	26^	205	113	
8.30 - 9.00									A 16.7	25	1361	1822	822	295	906	188	375	392	433	456	651	152	250	255	329	328	58^	35^	207	116	
FLAMINGO ROAD						10	202			A 16.2	27	1320	1555	786	269	811	186	329	377	400	374	635	204	291	291	261	263	77^	32^	32^	21^
2 TUE. 10.00P 60 NBC GD						99			B 14.7	24	1198	1537	765	273	830	264	420	391	381	324	584	192	306	284	267	228	79	39	44	27	
10.00 - 10.30									A 16.1	26	1312	1566	805	267	826	190	339	374	398	386	633	193	279	287	269	274	75^	30^	32^	20^	
10.30 - 11.00									A 16.2	27	1320	1545	774	272	802	187	323	377	399	367	637	215	306	298	255	249	73^	31^	33^	21^	
GIMME A BREAK						13	188	198		A 17.1	26	1394	2008	798	297	904	311	528	451	392	310	556	191	317	289	235	189	223	133	325	230
THU. 9.30P 30 NBC CS						95	99		B 15.7	24	1280	1915	792	303	890	289	519	454	396	314	564	174	331	314	277	183	214	89	247	180	
GOLDEN GLOBE AWARDS(S)						190				A 13.6	24	1108	1477	688	202^	768	180^	359	338	342	369	464	136^	266	241	248	182^	107^	83^	138^	97^
1 SAT. 9.00P 136 CBS AC						98				A 12.2	20	994	1615	711	213^	801	202^	384	360	334	380	491	153^	291	267	247	192^	112^	91^	211^	146^
9.00 - 9.30									A 12.1	20	986	1546	717	196^	782	178^	355	342	337	394	472	153^	294	250	235^	178^	118^	95^	174^	117^	
9.30 - 10.00									A 14.1	25	1149	1457	700	177^	775	179^	352	330	329	386	466	130^	267	241	263	172^	104^	78^	112^	78^	
10.00 - 10.30									A 14.7	27	1198	1369	653	200	734	156^	327	304	338	366	440	100^	222	226	264	185^	96^	73^	99^	75^	
10.30 - 11.00																															
GREATEST AMERICAN HERO						13	197	203		A 19.9	29	1622	2099	653	299	726	342	529	471	332	138	645	315	483	409	309	112	221	116	507	285
WED. 8.00P 60 ABC CS						98	99		B 17.0	26	1386	2149	655	288	727	329	522	456	318	157	669	331	499	421	293	127	253	97	500	305	
8.00 - 8.30									A 19.0	28	1549	2026	647	300	717	332	521	458	330	142	622	296	464	393	306	111	203	108	484	277	
8.30 - 9.00									A 20.8	30	1695	2157	658	299	732	352	537	479	332	134	664	332	502	425	311	110	235	121	526	293	
HALLMARK HALL OF FAME(S)						197				A 20.5	32	1671	1763	742	294	805	273	472	471	413	248	663	250	439	414	341	178	165	73^	130^	81^
CONT'D																															

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																				
HALLMARK HALL OF F-CONT'D																																				
2	THU.	9.00P	120	CBS	GD			99	A	20.8	31	1695	1769	761 312	828 265	469 466	430 274	648 234	407 389	347 195	161 73^	132^	90^													
		9.00 - 9.30							A	20.6	31	1679	1743	734 305	809 272	457 452	407 266	647 228	413 394	347 185	164 68^	123^	69^													
		9.30 - 10.00							A	20.5	33	1671	1769	742 285	796 280	480 477	408 230	675 267	461 433	336 168	162 71^	136^	79^													
		10.00 - 10.30							A	20.1	34	1638	1764	733 268	785 278	486 482	401 219	681 274	477 438	333 162	166 75^	132^	88^													
		10.30 - 11.00																																		
HAPPY DAYS										16	195	203	A	20.5	31	1671	1946	646 350	718 309	502 407	327 173	503 193	362 338	257 100	255 170	470 324										
	TUE.	8.00P	30	ABC	CS		98	99	B	21.0	32	1712	1981	665 300	743 331	519 410	307 186	529 241	382 317	232 109	278 145	431 295														
HARPER VALLEY										3	191	195	A	15.1	24	1231	1948	774 296	880 237	417 392	345 395	688 174	341 327	313 304	141 67^	239 171										
	SAT.	8.30P	30	NBC	CS		98	97	B	16.5	26	1345	1887	781 279	874 238	415 385	385 383	683 169	320 306	329 308	112 57	218 158														
HART TO HART										15		202	A	23.1	38	1883	1792	803 345	871 276	509 482	432 292	639 274	437 372	276 172	205 106^	77^	68^									
	2 TUE.	10.00P	60	ABC	PD			99	B	20.6	34	1679	1702	752 318	830 342	555 468	374 221	599 285	436 364	251 129	171 84	102 71														
		10.00 - 10.30							A	23.1	37	1883	1761	792 346	861 285	499 463	411 292	623 269	426 354	264 171	193 106^	84^	63^													
		10.30 - 11.00							A	23.2	39	1891	1809	813 343	878 266	516 496	447 295	651 276	446 389	286 172	212 105^	68^	68^													
HILL STREET BLUES										13	215	204	A	19.2	32	1565	1727	700 294	799 383	556 449	321 186	691 325	484 409	282 157	163 75^	74^	56^									
	THU.	10.00P	60	NBC	OP		99	99	B	19.3	33	1573	1793	757 321	849 370	578 488	367 212	717 318	504 459	322 157	150 61	77 57														
		10.00 - 10.30							A	19.1	31	1557	1739	703 296	796 374	546 443	323 193	684 310	475 412	290 157	173 84	86 66^														
		10.30 - 11.00							A	19.4	33	1581	1700	689 287	794 391	561 449	315 177	692 333	488 405	274 156	155 65^	59^	45^													
HOUSE CALLS										13	194	193	A	20.0	29	1630	1699	767 320	850 272	467 436	374 305	534 206	314 306	238 179	163 82	152 127										
MON.										9.30P	30	CBS	CS	99	99	B	19.8	29	1614	1714	783 328	875 319	515 449	374 287	547 213	338 316	240 171	150 72	142 102							
JEFFERSONS										15	195	193	A	22.4	32	1826	1738	777 277	904 240	393 349	380 449	524 169	246 233	219 245	118 72	192 147										
	SUN.	9.30P	30	CBS	CS		99	99	B	22.9	34	1866	1687	772 314	873 288	457 399	373 350	558 184	302 289	253 217	118 65	138 106														
KING'S CROSSING										4	188	190	A	11.2	18	913	1606	767 280	851 255	441 364	411 368	465 147	215 192	230 220	91^	65^	199 134									
	SAT.	8.00P	60	ABC	GD		97	98	B	13.5	21	1100	1670	757 287	852 247	446 373	403 359	489 152	254 224	235 200	134 84	195 140														
		8.00 - 8.30							A	10.6	17	864	1591	771 273	855 253	449 376	419 366	461 130^	202 181	244 229	75^	51^	200 135^													
		8.30 - 9.00							A	11.8	19	962	1609	763 286	844 255	429 351	403 368	470 161	227 200	219 214	101^	75^	194 133													
KNOTS LANDING										10	194		A	17.5	27	1426	1581	770 293	871 281	431 358	375 378	547 193	302 303	253 196	81^	50^	82^	47^								
	1 THU.	9.00P	60	CBS	GD		96		B	18.3	28	1491	1660	795 273	903 300	486 421	410 346	522 161	279 254	259 204	103 64	132 87														
		9.00 - 9.30							A	17.1	26	1394	1597	755 282	852 281	416 346	356 372	565 208	313 303	258 204	89^	52^	91^	51^												
		9.30 - 10.00							A	17.9	28	1459	1558	781 301	885 283	445 367	388 381	526 176	291 300	247 187	74^	46^	73^	42^												
LAVERNE & SHIRLEY										15	191	202	A	19.7	29	1606	1996	666 369	735 315	533 427	346 162	505 208	376 348	247 97	323 194	433 313										
	TUE.	8.30P	30	ABC	CS		97	99	B	20.1	30	1638	1962	651 300	722 325	516 404	302 171	520 237	375 314	226 110	291 154	429 294														
LITTLE HOUSE-PRAIRIE										16	214	218	A	19.8	28	1614	1929	866 322	986 322	480 420	359 442	534 189	270 235	199 235	83 64^	326 185										
	MON.	8.00P	60	NBC	GD		99	99	B	19.5	28	1589	1870	812 284	918 297	465 411	368 393	490 159	248 230	211 212	130 83	332 198														
		8.00 - 8.30							A	19.3	28	1573	1932	875 327	995 315	481 421	367 452	529 185	266 230	197 236	84 64^	324 197														
		8.30 - 9.00							A	20.4	28	1663	1909	853 315	972 325	476 416	349 433	533 191	270 235	197 235	80 63^	324 173														
LOU GRANT										12	195	196	A	16.3	26	1328	1514	778 279	863 279	494 454	398 304	495 186	293 274	227 171	81^	35^	75^	62^								
	MON.	10.00P	60	CBS	GD		99	99	B	17.5	28	1426	1545	778 314	870 332	534 471	375 263	532 215	343 320	241 144	85 41	58 46														
		10.00 - 10.30							A	16.4	25	1337	1565	799 297	889 291	508 462	407 315	491 186	289 274	224 170	104 43^	81^	67^													
		10.30 - 11.00							A	16.1	27	1312	1466	758 260	837 266	477 447	391 296	500 186	296 274	231 173	59^	28^	70^	57^												
LOVE BOAT										16	198	199	A	19.7	32	1606	1979	786 309	861 313	507 425	378 291	534 208	334 301	231 170	222 129	362 277										
	SAT.	9.00P	60	ABC	CS		99	99	B	21.2	35	1728	1883	758 332	856 307	499 418	374 303	555 224	354 295	231 179	190 112	282 216														
		9.00 - 9.30							A	18.5	30	1508	2012	788 310	861 314	507 421	376 289	543 225	346 302	226 167	224 127	384 295														
		9.30 - 10.00							A	20.9	34	1703	1944	782 306	859 307	503 427	385 292	525 195	327 297	235 173	218 131	342 260														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																					
LOVE, SIDNEY WED. 9.30P 30 NBC CS 12 198 202																		A 17.3 26 1410	1708	774	359	876	340	527	410	326	304	475	164	282	256	208	159	175	117	182	148
																		B 17.4 26 1418	1695	789	338	864	303	480	398	355	327	495	165	283	264	225	173	143	82	193	152
MAGNUM, P.I. THU. 8.00P 60 CBS PD 15 195 199																		A 23.6 36 1923	1877	780	279	890	252	432	422	418	387	633	201	327	325	318	253	133	49^	221	129
8.00 - 8.30																		B 21.0 34 1712	1864	747	273	843	245	431	407	399	337	617	181	324	320	318	237	166	69	238	156
8.30 - 9.00																		A 22.8 35 1858	1856	781	281	892	245	421	411	419	402	616	186	310	317	317	252	131	51^	217	120
																		A 24.5 38 1997	1881	773	277	881	254	437	429	414	373	640	213	335	331	310	251	137	49^	223	137
M*A*S*H MON. 9.00P 30 CBS CS 14 197 195																		A 23.4 33 1907	1769	749	331	833	299	481	442	339	278	580	225	358	336	272	180	165	82	191	159
																		B 23.3 33 1899	1758	752	317	834	303	493	446	362	268	598	248	378	344	253	178	165	74	161	123
MCCLAIN'S LAW FRI. 9.00P 60 NBC OP 10 200 194																		A 11.6 18 945	1780	602	301	664	167	335	340	362	248	737	156	375	395	435	298	145	38^	234	186
9.00 - 9.30																		B 12.1 19 986	1685	662	260	719	166	348	365	376	302	738	165	363	373	391	316	95	38	133	99
9.30 - 10.00																		A 11.0 17 897	1749	595	293	656	162	320	328	347	257	733	162	369	390	417	305	123^	34^	237	187
																		A 12.2 19 994	1796	599	303	664	170	346	348	374	235	733	147	377	397	448	289	168	42^	231	183
MORK & MINDY THU. 8.00P 30 ABC CS 16 191 204																		A 13.1 20 1068	1809	635	276	676	356	484	363	241	161	586	320	490	358	241	88^	151	66^	396	284
																		B 16.2 26 1320	1972	648	291	706	351	513	406	278	148	607	329	473	374	233	105	208	93	451	303
MR. MERLIN MON. 8.00P 30 CBS CS 3 183 189																		A 18.3 26 1491	1992	616	289	689	257	416	370	287	223	591	223	384	378	287	157	246	138	466	304
																		B 17.9 26 1459	1978	637	293	696	247	417	378	315	219	576	218	368	347	277	164	234	135	472	308
NBC MAGAZINE FRI. 8.00P 60 NBC DN 17 187 189																		A 9.7 15 791	1671	665	326	797	213	357	317	360	365	653	120^	286	321	370	300	74^	36^	147^	116^
8.00 - 8.30																		B 11.1 18 905	1633	741	245	808	170	336	335	405	401	667	147	291	301	343	317	56	25	102	70
																		A 9.9 16 807	1695	660	321	788	203	349	319	359	363	654	113^	278	318	380	307	94^	50^	159	128^
8.30 - 9.00																		A 9.5 15 774	1640	667	331	810	224	367	318	364	368	646	121^	285	320	359	295	50^	19^	134^	106^
NBC MONDAY NIGHT MOVIES MON. 9.00P 120 NBC FF 14 186 204																		A 19.7 30 1606	1741	633	250	710	249	444	411	355	207	772	309	518	480	360	192	164	91	95	66^
9.00 - 9.30																		B 18.1 27 1475	1623	748	279	833	265	461	425	404	304	581	213	349	314	271	187	112	67	97	64
9.30 - 10.00																		A 19.3 27 1573	1802	665	272	746	264	450	404	346	240	757	297	490	465	359	198	161	91	138	91
10.00 - 10.30																		A 19.3 28 1573	1771	636	260	718	254	445	407	352	215	772	312	521	481	361	188	168	101	113	77
10.30 - 11.00																		A 20.4 32 1663	1704	626	239	702	245	450	421	362	192	772	312	518	475	353	198	159	89	71^	47^
																		A 19.8 33 1614	1683	610	232	680	234	434	408	361	187	776	310	534	497	364	183	165	80	62^	45^
NBC NEWS COMMENTARY(S) 1 TUE. 9.49P 18 NBC N 205 99																		A 15.0 22 1223	1507	739	224	772	149^	306	341	397	404	634	122^	294	297	356	294	44^	5^	57^	34^
NBC NEWS REPORT(S) 1 TUE. 10.42P 18 NBC N 204 99																		A 10.4 19 848	1316	616	180^	628	82^	215^	245^	380	350	637	92^	292	303	415	308	28^	LT	23^	23^
NBC NEWS UPDATE-M-F M-F 8.58P 1 NBC N 88 172 180 89 91																		A 14.4 21 1174	1892	765	302	861	275	449	399	355	352	611	182	310	291	274	250	127	76	293	198
																		B 14.2 22 1157	1816	760	276	839	240	416	378	377	363	604	174	301	292	285	252	128	64	245	167
NBC NEWS UPDATE-SAT. SAT. 8.58P 1 NBC N 18 166 157 89 87																		A 12.9 21 1051	1973	779	315	904	237	427	379	355	410	667	150	322	306	304	310	162	79^	240	187
																		B 12.2 20 994	1800	769	277	867	221	401	369	403	396	635	144	292	284	315	297	109	53	189	126
NBC NEWS UPDATE-SUN. 1 SUN. 8.58P 1 NBC N 18 180 178 92 92																		A 13.1 18 1068	2037	748	234	800	279	491	448	371	240	808	228	481	489	456	256	152	78^	277	160
2 SUN. 9.13P 1																		B 14.8 21 1206	2064	715	287	795	287	483	403	349	262	686	248	438	392	334	199	231	91	352	235
NBC NEWS UPDATE-2-M-F 1 TUE. 10.05P 1 NBC N 41 179 179 91 91																		A 15.1 23 1231	1791	761	269	840	229	432	398	396	344	622	195	330	319	280	235	140	74	189	130
1 THU. 9.58P 1																		B 14.0 21 1141	1764	768	283	845	259	448	411	390	327	608	195	344	324	288	219	142	66	169	127
2 TU&TH 9.58P 1																																					
NBC NEWS UPDATE-2-SAT. SAT. 9.58P 1 NBC N 4 179 171 91 90																		A 12.2 20 994	1812	752	269	893	262	451	379	415	382	651	174	296	333	337	281	102^	57^	166	92^
																		B 9.1 15 742	1767	747	274	875	225	430	394	447	378	629	161	300	325	353	265	115	55	148	91

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)	TOTAL 6-11		
EVENING CONT'D																																	
NBC NIGHTLY NEWS-SAT. SAT. 6.30P 30 NBC N 16 156 165 85 87 A 10.2 18 831 1523 646 314 762 204 343 312 325 355 664 176 297 309 302 325 40^ 11^ 57^ 50^																																	
NBC NIGHTLY NEWS-SUN. SUN. 6.30P 30 NBC N 10 164 168 83 84 A 9.7 17 791 1665 781 235 829 221 346 338 313 396 619 175 305 326 293 256 74^ 59^ 143^ 98^																																	
NBC NIGHTLY NEWS M-F 6.30P 30 NBC N 87 208 210 98 99 A 13.9 23 1133 1641 729 263 820 185 352 335 386 400 635 133 282 310 335 285 78 42^ 108 73																																	
NBC SUNDAY NIGHT MOVIE 1 SUN. 9.00P 120 NBC FF 99 99 A 15.3 23 1247 1853 768 262 806 264 486 465 405 237 884 269 556 538 491 248 80^ 26^ 83^ 55^																																	
2 SUN. 8.00P 180 B 16.1 24 1312 1854 736 292 806 318 528 450 362 221 805 319 546 493 392 206 134 51 109 77																																	
8.00 - 8.30 A 12.7 18 1035 1878 803 278 855 274 488 395 415 291 819 158^ 445 489 526 285 58^ 21^ 146^ 78^																																	
8.30 - 9.00 A 12.5 17 1019 1711 761 246 801 219^ 409 370 404 303 789 157^ 400 407 476 312 33^ 16^ 88^ 44^																																	
9.00 - 9.30 A 15.6 22 1271 1919 767 261 804 261 476 466 395 244 881 280 547 517 478 259 114 35^ 120 78^																																	
9.30 - 10.00 A 15.9 23 1296 1853 760 262 793 254 482 469 406 230 871 276 554 529 474 239 101 34^ 88^ 64^																																	
10.00 - 10.30 A 16.6 26 1353 1833 751 255 787 262 492 482 404 215 915 297 605 583 501 226 73^ 24^ 58^ 45^																																	
10.30 - 11.00 A 16.3 27 1328 1813 763 266 800 279 499 493 407 212 901 293 600 579 492 221 71^ 22^ 41^ 34^																																	
NEWSBREAK-M-F MWTHF 8.58P 1 CBS N 85 174 177 91 94 A 16.4 24 1337 1882 674 239 762 247 403 360 329 306 612 224 363 332 286 203 168 68 340 188																																	
TUE. 8.57P 2 B 15.8 24 1288 1884 710 267 790 258 437 390 364 294 591 211 356 326 286 192 168 70 335 207																																	
NEWSBREAK-SAT. 17 178 182 A 15.5 25 1263 1979 642 285 732 263 439 388 356 238 554 215 393 382 293 131 197 92^ 496 302																																	
SAT. 8.58P 1 CBS N 95 95 B 14.5 23 1182 2167 695 254 774 297 494 421 344 234 629 262 431 395 293 154 195 85 569 333																																	
NEWSBREAK-SUN. SUN. 8.58P 1 CBS N 18 180 181 96 96 A 19.8 28 1614 1711 786 294 858 208 352 351 360 434 547 140 226 219 248 275 101 66^ 205 160																																	
NURSE 1 THU. 10.00P 60 CBS GD 6 189 98 A 16.6 28 1353 1496 774 290 912 244 434 380 447 392 450 191 280 254 177 142^ 79^ 59^ 55^ 37^																																	
10.00 - 10.30 B 17.0 29 1386 1553 779 253 901 247 462 404 443 362 442 141 231 226 213 166 120 70 90 69																																	
10.30 - 11.00 A 16.7 27 1361 1486 764 283 900 238 417 367 437 399 457 186 281 250 181 152^ 72^ 55^ 57^ 40^																																	
ONE DAY AT A TIME SUN. 8.30P 30 CBS CS 13 195 194 99 99 A 21.4 30 1744 1727 794 294 868 214 345 337 355 447 568 152 237 237 249 281 110 70 181 138																																	
ONE OF THE BOYS SAT. 8.00P 30 NBC CS 3 195 193 98 97 B 22.7 33 1850 1704 757 308 852 270 418 363 359 366 568 188 292 270 249 240 116 70 168 126																																	
OPEN ALL NIGHT 2 FRI. 8.30P 30 ABC CS 1 197 98 A 12.9 20 1051 1667 762 305 826 290 420 398 320 350 585 187^ 360 316 325 187^ 143^ 86^ 113^ 76^																																	
PEACOCK SHOWCASE SUN. 7.00P 60 NBC GV 4 203 201 98 98 B 12.9 20 1051 1667 762 305 826 290 420 398 320 350 585 187 360 316 325 187 143 86 113 76																																	
7.00 - 7.30 A 12.1 18 986 2323 765 278 832 351 555 448 360 226 797 314 518 462 381 209 202 98^ 492 334																																	
7.30 - 8.00 A 12.9 19 1051 2025 778 276 844 301 518 464 381 273 609 225 385 336 310 182 167 84 405 275																																	
POPEYE VALENTINE SPECIAL(S) 2 TUE. 8.30P 30 CBS EA 186 98 A 10.8 17 880 2293 777 275 850 360 552 438 366 236 788 314 516 448 380 210 201 95^ 454 307																																	
PRIVATE BENJAMIN MON. 8.30P 30 CBS CS 3 183 191 98 98 A 13.5 20 1100 2315 743 278 801 338 549 451 350 208 789 307 511 465 380 206 207 102^ 518 351																																	
QUINCY, M.E. CONT'D A 16.3 24 1328 2111 505 98^ 523 234 401 342 213 112^ 511 275 433 376 185 63^ 252 62^ 825 382																																	
A 18.5 26 1508 1989 647 301 730 286 435 374 291 233 609 227 396 382 296 167 261 142 389 280																																	
A 17.9 25 1459 1952 650 301 726 272 430 373 308 236 590 211 375 353 291 174 250 133 386 279																																	
A 17.1 28 1394 1694 777 328 845 363 581 508 349 210 619 271 439 381 263 160 170 102 60^ 44^																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
20/20																																			
THU. 10.00P 60 ABC DN 14 200 201																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
TWO OF US																																			
2 WED. 8.30P 30 CBS CS 3 186																																			
WALT DISNEY																																			
SAT. 8.00P 60 CBS FV 17 189 198																																			
8.00 - 8.30																																			
8.30 - 9.00																																			
WKRP IN CINCINNATI																																			
2 WED. 8.00P 30 CBS CS 3 189																																			
LATE FRINGE																																			
ABC MOVIE OF THE WEEK																																			
MON. 12.00M 71 ABC FF 5 147 153																																			
12.00 - 12.30																																			
12.30 - 1.00																																			
ABC MOVIE OF THE WEEK-2																																			
2 MON. 1.11A 20 ABC FF 2 152																																			
ABC NEWS:NIGHTLINE																																			
M-F 11.30P 30 ABC N 70 185 187																																			
ABC NEWS:NIGHTLINE-THU(B)																																			
1 THU. 12.00M 41 ABC N 186																																			
12.00 - 12.30																																			
ABC WEEKEND REPORT-SAT.																																			
SAT. 11.00P 15 ABC N 17 163 165																																			
ABC WEEKEND REPORT-SUN.																																			
1 SUN. 11.32P 15 ABC N 18 175 172																																			
2 SUN. 11.00P 15																																			
CBS NEWS SPEC. RPT-11.30P(S)																																			
1 THU. 11.30P 30 CBS N 169																																			
CBS SUNDAY NEWS-OSGOOD																																			
SUN. 11.00P 15 CBS N 19 128 128																																			
DAVID LETTERMAN I																																			
2 M-TH 12.30A 30 NBC GV 4 187																																			
DAVID LETTERMAN II																																			
2 MON. 1.00A 25 NBC GV 4 187																																			
2 TU&TH 1.00A 23																																			
2 WED. 1.00A 27																																			
FANTASY ISLAND-12.00																																			
1 TUE. 12.00M 69 ABC A 18 160 163																																			
2 TUE. 12.00M 68																																			
CONT'D																																			

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
															TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+											
LATE FRINGE CONT'D																																					
FANTASY ISLAND-12.-CONT'D																																					
12.00 - 12.30															A	3.2	12	261	1134	529	183^	632	333^	433^	252^	241^	184^	502	214^	329^	234^	208^	173^	LT	LT	LT	LT
12.30 - 1.00															A	3.2	16	261	824	372^	123^	441^	234^	326^	218^	180^	115v	383^	149^	261^	146^	188^	122^	LT	LT	LT	LT
FRIDAYS															17	169	172																				
FRI., 12.00M															71	ABC	GV	95	95																		
12.00 - 12.30															A	4.1	15	334	1311	347^	221^	413	163^	350^	270^	229^	59v	655	311^	562	504	302^	53v	192^	167^	51v	41v
12.30 - 1.00															B	4.9	18	399	1535	495	245	574	299	471	338	237	75	645	396	554	413	215	60	277	134	39	36
															A	4.4	14	359	1421	409	270^	476	173^	382	304^	268^	88^	705	282^	583	534	362	78v	178^	178^	62v	48v
															A	4.0	16	326	1267	308^	174^	367^	143^	324^	251^	213^	43v	635	334^	555	484	270^	41v	210^	169^	55v	46v
FRIDAYS-PART 2															15	170	173																				
1 FRI., 1.11A															8	ABC	GV	95	96																		
2 FRI., 1.11A															4																						
															A	3.5	17	285	1067	200^	112^	301^	154^	291^	179^	147^	LT	558	369^	516	428	164^	25v	194^	134^	LT	LT
															B	3.9	18	318	1337	451	265	511	305	452	285	185	45	599	394	554	398	195	21	211	103	16	16
LATE MOVIE I															96	157	162																				
MON., 11.30P															71	CBS	FF	86	88																		
1 TU & W, 11.30P															73																						
1 THU., 12.00M															72																						
1 FRI., 11.30P															74																						
2 TUE., 11.30P															73																						
2 WED., 11.30P															80																						
2 THU., 11.30P															72																						
2 FRI., 11.30P															70																						
11.30 - 12.00															A	7.3	20	595	1336	668	270	732	241	489	440	407	188	537	237	388	325	248	125	58^	35^	9v	LT
12.00 - 12.30															A	6.7	24	546	1304	611	254	676	235	476	419	374	167	565	262	411	347	266	119	52^	33^	11v	11v
12.30 - 1.00															A	4.8	25	391	1223	694	307	712	203	410	386	366	295	463	220	353	248	243	62^	48^	48^	LT	LT
LATE MOVIE II															96	157	162																				
1 MON., 12.41A															45	CBS	FF	86	88																		
1 TUE., 12.43A															44																						
1 WED., 12.43A															47																						
1 THU., 1.12A															46																						
1 FRI., 12.44A															42																						
2 MON., 12.41A															43																						
2 TUE., 12.43A															45																						
2 WED., 12.50A															38																						
2 THU., 12.42A															45																						
2 FRI., 12.40A															48																						
12.30 - 1.00															A	6.3	27	513	1495	727	365^	770	281^	607	455^	454^	163^	671	195^	538	513	408^	101v	54v	23v	LT	LT
1.00 - 1.30															A	4.6	28	375	1293	576	263	677	279	509	422	336	133^	552	227	424	358	287	104^	48^	19v	16v	16v
1.30 - 2.00															A	2.5	23	204	1005^	495^	187v	495^	186v	186v	221v	35v	274v	510^	456^	456^	313^	54v	54v	LT	LT	LT	LT
LOVE BOAT-12.00															18	163	165																				
WED., 12.00M															69	ABC	CS	93	93																		
12.00 - 12.30															A	3.9	17	318	1431	613	116^	676	195^	443	438	412	150^	620	306^	501	331^	239^	119^	100^	LT	35v	35v
12.30 - 1.00															B	3.8	18	310	1242	537	210	621	281	416	323	262	149	508	265	376	274	175	112	96	50	17	17
															A	4.0	15	326	1396	663	122^	703	175^	417	474	466	159^	582	275^	444	279^	218^	138^	89v	LT	22v	22v
															A	3.9	19	318	1494	577	103^	682	251^	499	402	359^	148^	635	324^	523	356^	239^	112^	142^	LT	35v	35v
NBC LATE NIGHT MOVIE															17	58	56																				
1 SUN., 11.30P															65	NBC	FF	41	40																		
2 SUN., 11.30P															94																						
11.30 - 12.00															A	2.4	7	196	1163	525^	254^	576^	234^	408^	357^	271^	168^	587^	139v	347^	321^	351^	148v	LT	LT	LT	LT
12.00 - 12.30															A	2.4	9	196	673	306^	92v	306^	92v	235^	235^	214^	71v	367^	123v	260^	193^	219^	51v	LT	LT	LT	LT
12.30 - 1.00															A	1.7	8	139	1230^	662^	216v	662^	216v	468^	468^	446^	194v	568^	302v	453^	151v	209v	115v	LT	LT	LT	LT
NBC NEWS SPEC.RPT-11.30P(S)															215																						
1 THU., 11.30P															20	NBC	N	99																			
															A	8.4	23	685	1435	583	228^	646	184^	300^	319^	297^	241^	667	320^	462	397	286^	149^	122^	42v	LT	LT

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PROGRAM NAME										AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
											AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
LATE FRINGE CONT'D																																				
SATURDAY NIGHT										A	8.4	23	685	1415	510	278	599	264	394	326	261	151	546	277	399	356	227	108	187	126	83	82				
1	SAT.	11.30P	76	NBC	GV		15 208 205	98	97	B	8.5	25	693	1571	521	283	594	291	435	319	241	126	686	392	551	425	249	93	227	109	64	59				
2	SAT.	11.30P	79							A	9.1	21	742	1484	552	312	626	248	380	340	297	184	573	255	404	384	260	134	173	97	112	108				
		11.30 - 12.00								A	8.3	24	676	1402	477	255	578	256	387	315	243	141	546	292	404	338	216	107	213	159	65	65				
		12.00 - 12.30																																		
SCTV COMEDY NETWORK										A	3.2	15	261	1253	578	195	578	130	275	292	313	260	502	237	379	317	188	116	150	LT	23	23				
1	FRI.	12.30A	88	NBC	GV		15 182 185	96	97	B	3.2	15	261	1168	469	157	493	241	324	226	167	148	534	320	449	313	182	70	99	27	42	35				
2	FRI.	12.30A	86							A	4.1	16	334	1260	622	173	628	125	299	342	333	268	476	198	350	294	212	108	102	LT	54	54				
		12.30 - 1.00								A	3.0	15	245	1265	567	217	572	119	290	302	343	249	506	261	391	326	163	115	187	28	LT	LT				
		1.00 - 1.30								A	2.5	14	204	1250	490	216	495	168	226	171	230	250	568	298	436	364	172	132	187	LT	LT	LT				
		1.30 - 2.00																																		
TOMORROW COAST TO COAST-1										A	3.0	16	245	1245	441	192	535	123	274	220	306	217	666	287	445	392	285	168	44	LT	LT	LT				
1	M-W	12.30A	30	NBC	CC		68 179	93		B	2.9	15	236	1135	555	177	587	181	309	278	274	236	502	211	334	293	222	122	29	LT	LT	LT				
1	THU.	12.50A	30																																	
TOMORROW COAST TO COAST-2										A	1.7	13	139	1122	439	114	532	122	266	224	353	208	590	281	424	346	215	136	LT	LT	LT	LT				
1	MON.	1.00A	57	NBC	CC		68 180	93		B	1.8	13	147	861	408	124	422	141	213	173	180	182	407	181	270	247	161	94	LT	LT	LT	LT				
1	TU & W	1.00A	56																																	
1	THU.	1.20A	52																																	
		1.00 - 1.30								A	2.0	13	163	1258	443	148	553	110	276	252	387	191	705	318	497	392	264	172	LT	LT	LT	LT				
		1.30 - 2.00								A	1.5	13	122	1066	451	114	558	156	295	222	344	213	508	254	385	304	188	106	LT	LT	LT	LT				
TONIGHT SHOW										A	7.4	24	603	1360	618	209	672	216	353	339	305	246	576	213	366	340	270	161	93	21	19	14				
1 MTUWF 11.30P 60 NBC GV 99 99										B	7.1	22	579	1363	671	209	717	232	386	342	316	278	560	221	360	316	240	162	66	22	20	16				
1	THU.	11.50P	60																																	
2	M-F	11.30P	60							A	8.2	23	668	1374	660	221	709	237	384	361	314	252	571	193	361	343	282	162	82	16	12	10				
		11.30 - 12.00								A	6.7	24	546	1353	590	201	648	202	329	322	297	249	585	228	372	337	259	166	97	22	23	18				
		12.00 - 12.30								A	5.7	29	465	1086	471	189	501	107	247	281	287	190	411	232	331	255	179	80	174	28	LT	LT				
		12.30 - 1.00																																		
VEGAS-12.00										A	2.5	13	204	873	290	157	358	83	211	185	231	138	515	201	383	304	255	103	LT	LT	LT	LT				
1	THU.	12.41A	69	ABC	PD		16 153 155	90	92	B	3.1	15	253	1105	436	174	487	189	317	269	225	126	563	235	431	348	267	103	46	23	LT	LT				
2	THU.	12.00M	69							A	3.0	11	245	829	310	102	400	82	160	147	212	216	429	163	318	155	155	111	LT	LT	LT	LT				
		12.00 - 12.30								A	3.5	17	285	860	306	120	362	134	210	172	182	152	498	253	414	274	203	84	LT	LT	LT	LT				
		12.30 - 1.00								A	1.6	11	130	946	339	200	377	38	331	293	339	46	569	146	369	439	377	115	LT	LT	LT	LT				
		1.00 - 1.30								A	1.8	16	147	1007	245	245	245	LT	245	245	245	LT	762	279	517	620	483	142	LT	LT	LT	LT				
WEEKDAY DAYTIME										A	8.3	27	676	1192	793	194	875	432	657	524	344	180	202	84	128	107	104	58	64	46	51	14				
ABC DAYTIME NEWSBRIEF-M-F										B	9.3	31	758	1312	821	233	910	461	663	486	313	212	232	118	171	126	89	47	94	67	76	28				
M-F 1.57P 2 ABC N 94 94										A	5.3	23	432	1470	653	188	723	308	445	421	290	216	372	133	201	125	161	162	104	39	271	110				
ALICE-M-F										B	5.4	25	440	1411	625	159	706	333	461	374	265	200	295	118	164	110	118	116	120	56	290	132				
M-F 10.30A 30 CBS CS 89 88										A	9.1	30	742	1221	797	204	869	411	637	496	354	199	235	88	138	117	121	83	67	55	50	14				
ALL MY CHILDREN										B	9.7	33	791	1312	816	234	899	444	650	477	324	214	237	110	164	122	94	60	99	71	77	30				
M-F 1.00P 60 ABC DD 99 99										A	8.7	28	709	1231	801	200	868	400	628	483	360	209	249	90	143	122	129	91	68	57	46	11				
		1.00 - 1.30								A	9.6	31	782	1182	783	201	855	415	633	498	340	187	213	82	127	107	109	72	62	50	52	15				
		1.30 - 2.00																																		
ANOTHER WORLD										A	4.9	16	399	1318	886	213	967	356	519	436	389	390	218	59	73	43	81	143	68	52	65	26				
1	MTUWF	2.00P	60	NBC	DD		83 205 206	99	99	B	4.7	16	383	1299	874	174	955	356	492	414	349	422	240	57	86	63	94	146	43	26	61	28				
CONT'D																																				

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
WEEKDAY DAYTIME CONT'D																													
ANOTHER WORLD-CONT'D																													
1 THU. 2.00P 22																													
& 2.35P 25																													
2 M-F 2.00P 60																													
2.00 - 2.30																													
2.30 - 3.00																													
AS THE WORLD TURNS 87 198 197																													
1 MTUWF 1.30P 60 CBS DD 99 99																													
1 THU. 1.30P 55																													
2 M-F 1.30P 60																													
1.30 - 2.00																													
2.00 - 2.30																													
BATTLESTARS 67 174 174																													
1 MTUWF 11.30A 30 NBC QG 93 93																													
1 THU. 11.36A 24																													
2 M-F 11.30A 30																													
BLOCKBUSTERS 86 149 149																													
M-F 10.30A 30 NBC QG 84 84																													
CAPTAIN KANGAROO 15 98 98																													
M-F 6.30A 30 CBS C 69 69																													
CBS LIBRARY(S) 120																													
2 TUE. 4.30P 60 CBS CL 73																													
4.30 - 5.00																													
5.00 - 5.30																													
DAYS OF OUR LIVES 85 209 209																													
M-F 1.00P 60 NBC DD 99 99																													
1.00 - 1.30																													
1.30 - 2.00																													
DOCTORS 87 177 177																													
M-F 12.30P 30 NBC DD 88 88																													
EDGE OF NIGHT 82 157 159																													
M-F 4.00P 30 ABC DD 82 82																													
FAMILY FEUD 89 172 176																													
M-F 12.00N 30 ABC QP 91 92																													
GENERAL HOSPITAL 87 200 201																													
M-F 3.00P 60 ABC DD 99 99																													
3.00 - 3.30																													
3.30 - 4.00																													
GOOD MORNING, AMERICA-730 89 205 206																													
M-F 7.30A 30 ABC N 99 99																													
GOOD MORNING, AMERICA-830 89 203 204																													
M-F 8.30A 30 ABC N 98 98																													
GUIDING LIGHT 87 198 197																													
CONT'D																													

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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-34	25-34	35-44	45-54	55+	TOTAL	18-34	WOMEN 18-34	25-34	35-44	45-54	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																															
GUIDING LIGHT-CONT'D																															
M-F		3.00P	60	CBS DD		99	99	B	8.1	25	660	1323	793 154	921 222	419 401	438 423	241 73	106 87	92 121	81 56	80 48	209 55^	80^ 63^	82^ 119	88 59^	127 63^	81 56	80 48	209 55^	80^ 63^	82^ 119
		3.00 - 3.30						A	8.6	27	701	1367	841 141	976 196	409 402	446 498	209 55^	80^ 63^	82^ 119	88 59^	127 63^	209 55^	80^ 63^	82^ 119	88 59^	127 63^	81 56	80 48	209 55^	80^ 63^	82^ 119
		3.30 - 4.00						A	8.9	26	725	1385	819 143	948 199	417 416	447 458	222 64^	97 80^	89 115	88 59^	127 63^	222 64^	97 80^	89 115	88 59^	127 63^	81 56	80 48	209 55^	80^ 63^	82^ 119
LOVE BOAT DAYTIME																															
1 MTUWF		11.00A	60	ABC CS		88	188 188	A	6.5	26	530	1394	578 178	676 309	478 410	306 146	354 184	276 233	150 64^	146 108^	218 61^	354 184	276 233	150 64^	146 108^	218 61^	146 108^	218 61^	146 108^	218 61^	
1 THU.		11.00A	30			94	94	B	6.1	26	497	1349	609 190	668 329	474 360	261 162	305 162	230 167	116 64	153 88	223 107	305 162	230 167	116 64	153 88	223 107	153 88	223 107	153 88	223 107	
		& 11.43A	17																												
2 M-F		11.00A	60					A	6.0	25	489	1393	584 181	682 303	471 406	313 156	349 181	266 223	150 67^	138 106^	224 64^	349 181	266 223	150 67^	138 106^	224 64^	138 106^	224 64^	138 106^	224 64^	
		11.00 - 11.30						A	7.1	28	579	1406	581 181	676 316	482 409	301 142	358 190	291 249	153 54^	150 112	222 57^	358 190	291 249	153 54^	150 112	222 57^	150 112	222 57^	150 112	222 57^	
MORNING-KURALT & SAWYER																															
M-F		7.00A	120	CBS N		15	177 176	A	2.4	12	196	1311	627 101^	714 92^	189^230^	326 474	443 97^	163^183^	254^245^	31^v LT	123^ 41^v	443 97^	163^183^	254^245^	31^v LT	123^ 41^v	31^v LT	123^ 41^v	31^v LT	123^ 41^v	
		7.00 - 7.30				97	97	B	2.4	12	196	1235	591 117	652 91	186 226	281 410	449 92	147 166	265 265	28 LT	106 39	449 92	147 166	265 265	28 LT	106 39	28 LT	106 39	28 LT	106 39	
		7.30 - 8.00						A	1.8	12	147	1354	537 102^v	653 136^	239^265^	285^374^	416 61^v	137^164^	259^245^	61^v 34^v	224^ 35^v	416 61^v	137^164^	259^245^	61^v 34^v	224^ 35^v	61^v 34^v	224^ 35^v	61^v 34^v	224^ 35^v	
		8.00 - 8.30						A	2.4	12	196	1388	623 82^	766 82^	200^215^	362 536	480 122^	173^224^	286^256^	LT LT	127^ 66^v	480 122^	173^224^	286^256^	LT LT	127^ 66^v	LT LT	127^ 66^v	LT LT	127^ 66^v	
		8.30 - 9.00						A	2.5	12	204	1225	622 97^	686 64^v	162^196^	323 485	436 93^	162^171^	240^245^	LT LT	83^ 24^v	436 93^	162^171^	240^245^	LT LT	83^ 24^v	LT LT	83^ 24^v	LT LT	83^ 24^v	
								A	2.8	13	228	1281	701 113^	737 87^	171^259	330 478	443 101^	175^171^	242^245^	26^v LT	75^ 26^v	443 101^	175^171^	242^245^	26^v LT	75^ 26^v	26^v LT	75^ 26^v	26^v LT	75^ 26^v	
NEWSBREAK-11.57																															
1 MTUWF		11.57A	2	CBS N		84	172 170	A	7.3	28	595	1415	753 103	873 214	347 333	312 468	364 87^	140 98^	142 212	47^ 33^	131 50^	364 87^	140 98^	142 212	47^ 33^	131 50^	47^ 33^	131 50^	47^ 33^	131 50^	
2 M-F		11.57A	2			90	88	B	6.5	27	530	1307	696 130	799 228	361 306	298 394	343 91	134 102	126 192	50 20	115 47	343 91	134 102	126 192	50 20	115 47	50 20	115 47	50 20	115 47	
NEWSBREAK-3.57																															
						87	180 180	A	7.4	21	603	1365	788 135	926 182	412 418	466 426	210 65^	100 83^	82^102	101 70^	128 61^	926 182	412 418	466 426	210 65^	100 83^	82^102	101 70^	128 61^	101 70^	128 61^
M-F 3.57P 2 CBS N 95 95																															
ONE DAY AT A TIME-M-F																															
1 M-TH		10.00A	30	CBS CS		84	138 136	A	4.2	19	342	1518	688 225	726 290	454 436	310 214	378 144^	204 102^	174 167^	122^ 58^	292 97^	378 144^	204 102^	174 167^	122^ 58^	292 97^	122^ 58^	292 97^	122^ 58^	292 97^	
1 FRI.		10.20A	10			83	83	B	3.9	19	318	1350	601 162	672 283	418 341	258 214	289 101	146 106	128 128	121 60	268 122	289 101	146 106	128 128	121 60	268 122	121 60	268 122	121 60	268 122	
2 M-F		10.00A	30																												
ONE LIFE TO LIVE																															
1 MTUWF		2.00P	60	ABC DD		89	200 201	A	9.1	30	742	1164	761 211	850 420	594 460	299 213	180 68^	97 63^	76^ 76^	77^ 53^	57^ 19^v	180 68^	97 63^	76^ 76^	77^ 53^	57^ 19^v	77^ 53^	57^ 19^v	77^ 53^	57^ 19^v	
1 THU.		2.00P	21			99	99	B	9.9	34	807	1273	818 224	896 453	634 467	311 220	201 94	131 88	72 60	99 73	77 38	896 453	634 467	311 220	201 94	131 88	72 60	99 73	77 38	99 73	
		& 2.34P	26																												
2 M-F		2.00P	60					A	8.8	29	717	1155	769 218	856 423	602 472	303 212	176 63^	91 62^	79^ 78^	72^ 48^	51^ 17^v	856 423	602 472	303 212	176 63^	91 62^	79^ 78^	72^ 48^	51^ 17^v	856 423	
		2.00 - 2.30						A	9.4	31	766	1155	753 205	838 417	584 448	293 210	181 67^	97 62^	74^ 77^	78 54^	58^ 19^v	838 417	584 448	293 210	181 67^	97 62^	74^ 77^	78 54^	58^ 19^v	838 417	
PASSWORD PLUS																															
M-F		12.00N	30	NBC QG		68	144 143	A	3.8	13	310	1397	825 270	874 160^	350 362	362 468	301 45^v	81^ 84^	107^204	100^ 65^	122^ 48^v	874 160^	350 362	362 468	301 45^v	81^ 84^	107^204	100^ 65^	122^ 48^v	874 160^	
						74	73	B	3.3	12	269	1396	835 167	860 179	345 344	360 458	329 91	127 94	99 191	83 42	124 68	860 179	345 344	360 458	329 91	127 94	99 191	83 42	124 68	860 179	
PRICE IS RIGHT 1																															
M-F		11.00A	30	CBS AP		86	195 195	A	7.2	30	587	1411	707 137	820 205	342 319	299 430	380 85^	14													

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORKING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)													
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
WEEKDAY DAYTIME CONT'D																																						
RYAN'S HOPE										89	184	185	A	7.1	25	579	1193	699	195	794	367	532	404	340	230	275	96^	138	109	135	120	61^	49^	63^	17^			
M-F										12.30P	30	ABC	DD	97	97	B	7.0	26	571	1240	725	206	806	372	538	408	301	235	266	106	163	121	114	90	79	48	89	35
SEARCH FOR TOMORROW										83	187	187	A	7.4	24	603	1239	789	106	926	187	366	330	378	503	215	44^	65^	49^	75^	137	35^	30^	63^	27^	30		
1 MTUWF										2.30P	30	CBS	DD	95	96	B	6.8	23	554	1258	751	133	870	189	374	347	400	436	274	61	94	81	107	161	53	34	61	30
1 THU.										2.32P	28																											
2 M-F										2.30P	30																											
TATTLETALES										15	108	107	A	2.9	8	236	1258	704	194^	784	251	399	442	363	245^	216^	59^	80^	30^	77^	136^	169^	63^	89^	38^			
M-F										4.00P	30	CBS	QG	61	61	B	2.8	8	228	1256	725	205	781	240	407	458	389	227	223	49	69	47	93	132	136	56	116	62
TEXAS										84	184	183	A	4.1	12	334	1491	910	308	1008	407	586	461	410	338	243	73^	100^	60^	92^	140^	90^	60^	150^	46^			
M-F										3.00P	60	NBC	DD	90	90	B	3.7	12	302	1467	873	212	955	400	549	436	363	352	299	91	129	88	126	158	81	52	132	70
3.00 - 3.30																																						
3.30 - 4.00																																						
TODAY SHOW-7.30AM										88	212	210	A	4.9	25	399	1388	755	248	801	185	288	280	342	451	458	72^	165	178	202	264	59^	25^	70^	20^			
M-F										7.30A	30	NBC	N	99	99	B	4.7	26	383	1328	716	189	738	159	283	271	336	402	484	99	188	191	219	270	35	14	71	42
TODAY SHOW-8.30AM										88	212	210	A	5.5	25	448	1261	780	170	804	172	268	245	324	492	382	60^	122^	109^	169	244	24^	17	51^	11^			
M-F										8.30A	30	NBC	N	99	99	B	5.4	26	440	1263	767	137	797	147	258	242	326	497	408	65	125	122	178	265	14	17	44	21
WHEEL OF FORTUNE										86	182	182	A	5.9	24	481	1335	900	236	940	228	414	380	356	470	299	68^	111^	99^	82^	179	35^	23^	61^	21^			
M-F										11.00A	30	NBC	QG	92	93	B	5.1	23	416	1299	815	157	857	193	334	337	365	448	322	86	135	122	118	165	40	19	80	41
YOUNG AND THE RESTLESS										87	196	195	A	7.8	28	636	1363	851	122	1007	305	516	387	383	428	225	71^	103	63^	80^	119	42^	32^	89^	35^			
M-F										12.30P	60	CBS	DD	99	99	B	7.4	28	603	1266	772	141	904	278	475	384	378	373	249	78	108	87	91	124	43	28	70	30
12.30 - 1.00																																						
1.00 - 1.30																																						
*WEEKEND DAYTIME																																						
ABC WEEKEND SPECIALS										11	185	180	A	6.1	20	497	1584	338	158^	441	179^	306	229^	198^	124^	257	117^	162^	189^	119^	30^	315	149^	571	378			
SAT.										12.00N	30	ABC	FV	95	93	B	5.8	19	473	1671	375	165	438	212	321	212	151	112	340	175	249	189	115	71	233	104	660	422
ABC WIDE WORLD-SPORTS SAT										8	200	204	A	11.4	24	929	1630	614	269	717	191	398	355	349	269	605	212	352	324	267	204	139	72^	169	112^			
1 SAT.										5.00P	90	ABC	SA	98	99	B	10.7	22	872	1676	540	204	627	186	349	303	312	233	761	300	486	426	348	230	118	42	170	115
2 SAT.										4.30P	120																											
4.30 - 5.00																																						
5.00 - 5.30																																						
5.30 - 6.00																																						
6.00 - 6.30																																						
ABC WIDE WORLD-SPORT SUN										1	194		A	10.9	24	888	1492	487	200^	489	174^	291	282	218^	161^	776	337	519	466	357	191^	71^	44^	156^	125^			
2 SUN.										4.30P	90	ABC	SA			B	10.9	24	888	1492	487	200	489	174	291	282	218	161	776	337	519	466	357	191	71	44	156	125
4.30 - 5.00																																						
5.00 - 5.30																																						
5.30 - 6.00																																						
AMERICAN BANDSTAND '82										10	165	161	A	5.4	17	440	1516	543	248^	621	295	373	261^	118^	244^	313	168	225^	185^	123^	65^	238^	104^	344	204^			
SAT.										12.30P	60	ABC	PC	86	83	B	5.0	15	408	1598	517	241	617	323	435	267	166	171	378	207	278	190	131	84	238	133	365	231
12.30 - 1.00																																						
1.00 - 1.30																																						
BETCHA DON'T KNOW-8:28AM										5	174	175	A	4.3	29	350	1877	110^	122^	155^	99^	127^	110^	56^	28^	173^	103^	132^	132^	49^	41^	95^	29^	1454	784			
SAT.										8.28A	2	NBC	CN	95	96	B	3.7	27	302	1847	172	112	200	107	163	135	89	37	175	109	142	89	57	33	159	54	1313	685

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PROGRAM NAME											AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
											AVG. AUD. SHARE %	AVG. AUD. (0,000)				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
WEEKEND DAYTIME CONT'D																																
BETCHA DON'T KNOW-9:12AM						5	209	209		A	9.4	43	766	1662	208	153	241	176	233	133	65	LT	165	110	156	138	46	9	105	65	1151	658
SAT.		9.12A		2	NBC CN		99	99		B	8.9	42	725	1653	225	126	248	164	235	152	74	10	158	86	135	104	49	23	143	78	1104	639
BETCHA DON'T KNOW-10:28AM						5	199	198		A	5.5	20	448	1424	276	140	296	158	232	147	112	40	154	56	100	60	68	54	90	45	884	420
SAT.		10.28A		2	NBC CN		97	97		B	5.6	20	456	1575	238	107	319	202	252	134	73	49	164	87	117	77	39	47	157	52	935	491
BETCHA DON'T KNOW-11:58AM						4	183	182		A	5.7	19	465	1563	307	131	328	159	275	220	134	46	264	157	212	172	77	52	145	65	826	340
SAT.		11.58A		2	NBC CN		93	93		B	6.0	19	489	1551	272	108	323	191	247	153	73	73	304	189	249	207	70	55	157	59	767	364
BETCHA DON'T KNOW-12:28PM						5	167	165		A	5.5	18	448	1493	237	137	279	149	188	127	72	91	339	142	182	118	52	157	96	84	779	359
SAT.		12.28P		2	NBC CN		88	88		B	5.8	18	473	1584	270	146	341	176	236	135	111	105	347	187	236	157	79	106	236	75	660	315
BING CROSBY-PRO AM-SAT.(S)										A	5.4	12	440	1395	620	200	692	247	348	279	327	282	623	191	323	325	332	241	12	12	68	50
2 SAT.		4.30P		90	CBS SE																											
4.30 - 5.00										A	4.8	12	391	1440	622	238	714	279	435	330	359	220	650	187	327	307	322	271	12	12	64	31
5.00 - 5.30										A	5.1	12	416	1435	623	197	699	243	332	271	337	293	630	203	333	337	358	225	26	26	80	55
5.30 - 6.00										A	6.3	13	513	1341	620	172	680	231	304	250	299	324	600	181	310	333	324	234	LT	LT	61	61
BING CROSBY-PRO AM-SUN.(S)										A	7.0	15	571	1399	540	198	561	111	202	222	287	281	712	162	348	398	376	298	61	10	65	47
2 SUN.		4.30P		120	CBS SE																											
4.30 - 5.00										A	5.4	13	440	1389	621	273	621	186	290	250	274	274	639	179	285	340	289	267	77	16	52	52
5.00 - 5.30										A	6.6	15	538	1327	511	123	535	82	167	199	286	297	696	183	334	355	343	302	67	11	29	29
5.30 - 6.00										A	7.5	16	611	1309	499	149	525	71	117	162	260	318	729	169	363	403	375	314	42	LT	13	13
6.00 - 6.30										A	8.4	17	685	1558	552	251	578	120	245	277	323	241	769	137	397	469	463	300	63	11	148	91
BLACKSTAR						9	188	185		A	7.3	24	595	1840	355	188	408	254	325	207	84	83	412	223	308	232	143	99	170	78	850	513
SAT.		11.30A		30	CBS CA		96	96		B	6.8	22	554	1781	356	153	393	194	287	177	141	97	350	201	258	199	103	78	201	95	837	475
BUGS BUNNY/ROAD RUNNER 1						8	197	196		A	6.2	24	505	1560	328	125	343	121	209	214	156	100	312	120	201	171	139	83	160	82	745	344
SAT.		9.30A		30	CBS CA		99	99		B	6.2	25	505	1623	322	137	351	143	200	144	157	116	318	178	220	173	107	62	174	75	780	417
BUGS BUNNY/ROAD RUNNER 2						9	197	196		A	7.5	27	611	1722	340	142	370	152	217	195	134	123	436	184	303	235	190	104	159	76	757	370
SAT.		10.00A		30	CBS CA		99	99		B	7.8	29	636	1691	337	145	369	154	230	152	163	117	379	196	272	227	155	61	205	83	738	380
BUGS BUNNY/ROAD RUNNER 3						9	197	196		A	8.1	29	660	1806	389	202	457	193	287	213	163	152	437	193	296	226	175	121	214	98	698	363
SAT.		10.30A		30	CBS CA		99	99		B	8.2	29	668	1641	316	146	366	171	245	142	151	110	379	225	289	220	123	60	197	87	699	370
BUGS BUNNY/ROAD RUNNER 4						9	197	196		A	9.2	31	750	1961	427	168	518	257	347	217	126	171	461	210	304	237	180	138	218	112	764	431
SAT.		11.00A		30	CBS CA		99	99		B	9.0	31	734	1728	354	140	408	207	289	176	139	107	387	233	287	209	107	83	220	111	713	387
BULLWINKLE						18	139	147		A	3.7	12	302	1646	269	60	455	269	348	79	105	107	449	235	248	123	53	201	135	112	607	348
SAT.		12.30P		30	NBC CA		82	82		B	3.9	13	318	1493	287	113	338	173	222	128	98	104	329	172	220	159	91	92	179	92	647	320
CBS NCAA BASKETBALL-SUN.						2	179	182		A	5.1	12	416	1495	417	169	443	142	221	226	211	181	778	334	488	415	386	242	129	LT	145	92
1 SUN.		3.38P		122	CBS SE		95	96		B	5.1	12	416	1495	417	169	443	142	221	226	211	181	778	334	488	415	386	242	129	LT	145	92
2 SUN.		2.30P		120																												
2.30 - 3.00										A	5.5	15	448	1467	313	157	313	80	80	113	158	158	924	372	564	507	517	288	87	LT	143	85
3.00 - 3.30										A	4.9	13	399	1429	341	123	341	118	118	141	147	158	923	401	561	452	482	306	120	LT	45	LT
3.30 - 4.00										A	5.3	13	432	1512	528	169	537	173	247	227	181	246	783	323	438	392	330	296	132	LT	60	21
4.00 - 4.30										A	5.5	13	448	1462	394	156	446	144	220	226	209	182	747	348	464	402	323	229	101	LT	168	112
4.30 - 5.00										A	4.6	10	375	1480	429	224	490	200	373	366	253	103	558	222	385	310	336	136	144	LT	288	211
5.00 - 5.30										A	4.7	10	383	1551	410	191	436	122	279	279	314	157	722	310	529	430	412	178	207	24	186	133
CBS NCAA BSKBL-SUN. POST						1	178			A	5.0	10	408	1409	379	169	416	81	213	216	335	183	588	270	434	297	318	154	228	27	177	140
1 SUN.		5.40P		20	CBS SC		94			B	5.0	10	408	1409	379	169	416	81	213	216	335	183	588	270	434	297	318	154	228	27	177	140

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.		TOTAL	6-11		
WEEKEND DAYTIME CONT'D																															
CBS SPORTS SATURDAY						13	173	A		10.0	22	815	1807	415	273	580	251	387	315	255	164	950	480	569	591	257	258	131	107	146	99
1 SAT.	4.30P	90		CBS	SA		95	B		6.9	16	562	1424	428	175	493	151	287	262	250	174	729	279	421	378	309	251	100	30	102	72
	4.30 - 5.00							A		8.4	20	685	1739	413	203	546	189	377	337	275	150	942	462	586	635	308	231	161	131	90	66
	5.00 - 5.30							A		11.6	26	945	1749	384	283	549	262	390	329	236	129	943	483	560	600	229	257	123	102	134	97
	5.30 - 6.00							A		10.2	22	831	1899	444	315	636	285	383	279	256	213	945	482	550	534	241	277	117	92	201	125
CBS SPORTS SPECIAL(S)							144	A		5.6	14	456	1487	686	270	724	211	455	426	399	189	454	118	287	284	267	124	127	63	182	104
2 SAT.	3.00P	90		CBS	SE		85	A		5.7	15	465	1449	705	292	733	175	481	481	471	171	393	90	232	244	223	120	183	121	140	39
	3.00 - 3.30							A		5.7	14	465	1458	633	240	663	197	410	379	345	185	439	113	285	284	258	102	110	53	246	151
	3.30 - 4.00							A		5.5	13	448	1520	713	266	753	249	458	414	371	204	526	149	344	328	323	143	77	11	164	123
	4.00 - 4.30																														
DAFFY/SPEEDY SHOW						13	167	A		5.9	19	481	1480	203	112	248	125	176	138	80	72	297	142	185	134	57	112	74	63	861	389
SAT.	12.00N	30		NBC	CA		88	B		5.7	19	465	1500	237	117	267	144	186	129	80	72	308	170	221	147	82	72	216	87	709	400
DEAR ALEX & ANNIE-11.56AM						1	197	A		6.4	22	522	1569	294	109	357	197	268	157	160	89	199	135	135	89	64	31	295	150	728	396
2 SAT.	10.56A	3		ABC	CN		99	B		6.4	22	522	1569	294	109	357	197	268	157	160	89	199	135	135	89	64	31	285	150	728	396
DEAR ALEX & ANNIE-11.55AM						7	192	A		5.8	20	473	1389	360	203	430	238	332	190	192	78	110	110	110	110	75	LT	259	164	590	379
1 SAT.	11.55A	4		ABC	CN		98	B		5.7	19	465	1612	319	154	366	190	285	174	136	77	328	233	279	165	71	47	216	89	702	427
DEAR ALEX & ANNIE-11.25AM						18	122	A		3.6	13	293	1109	416	144	416	112	198	218	263	140	378	92	225	211	238	75	117	48	198	150
SUN.	11.25A	4		ABC	CN		80	B		2.9	11	236	1487	462	173	504	212	299	229	177	164	321	119	217	177	165	74	173	87	489	339
FACE THE NATION						19	164	A		3.0	10	245	1486	596	147	596	66	168	168	233	428	654	155	299	292	303	322	171	36	65	65
SUN.	11.30A	30		CBS	CC		93	B		3.6	12	293	1337	517	156	543	118	194	183	196	336	640	145	283	275	319	315	64	19	90	56
FLINTSTONE'S COMEDY SHW2						20	174	A		3.1	23	253	1621	103	106	146	83	107	87	63	39	154	91	113	113	42	41	80	31	1241	716
SAT.	8.00A	30		NBC	CA		95	B		2.7	22	220	1604	190	86	205	85	138	116	100	54	204	108	141	105	64	51	169	71	1026	644
FONZ AND HAPPY DAYS GANG						19	196	A		5.0	21	408	1576	96	52	96	80	80	28	16	16	227	80	146	146	147	81	135	51	1118	564
1 SAT.	9.00A	30		ABC	CA		99	B		4.6	22	375	1643	199	95	235	150	184	108	64	38	176	95	149	115	71	25	183	53	1049	609
FONZ AND HAPPY DAYS GANG						1	194	A		7.9	26	644	1494	296	127	421	275	350	201	125	71	239	165	165	133	39	35	241	123	593	337
2 SAT.	11.00A	30		ABC	CA		98	B		7.9	26	644	1494	296	127	421	275	350	201	125	71	239	165	165	133	39	35	241	123	593	337
GOLDIE GOLD/ACTION JACK						19	193	A		8.1	29	660	1420	374	187	433	238	377	252	195	56	142	113	113	113	29	29	106	106	739	461
1 SAT.	11.00A	30		ABC	CA		98	B		5.9	22	481	1532	264	133	305	180	249	148	101	52	217	121	171	121	73	43	249	115	761	473
GOLDIE GOLD/ACTION JACK						1	192	A		4.6	19	375	1469	254	225	398	187	241	210	211	126	234	133	203	153	70	31	103	31	734	398
2 SAT.	9.00A	30		ABC	CA		98	B		4.6	19	375	1469	254	225	398	187	241	210	211	126	234	133	203	153	70	31	103	31	734	398
HEATHCLIFF & MARMADUKE						19	185	A		4.9	23	399	1496	383	176	383	60	211	185	151	172	217	148	217	100	69	LT	171	57	725	426
1 SAT.	8.30A	30		ABC	CA		94	B		3.6	18	293	1565	211	67	238	131	186	141	78	46	186	114	153	105	61	28	162	43	979	568
HEATHCLIFF & MARMADUKE						1	190	A		8.0	26	652	1653	292	120	399	217	280	158	119	95	283	157	157	99	45	81	294	197	677	375
2 SAT.	11.30A	30		ABC	CA		97	B		8.0	26	652	1653	292	120	399	217	280	158	119	95	283	157	157	99	45	81	294	197	677	375
IN THE NEWS-	8.26AM					20	190	A		3.2	20	261	1421	166	97	196	115	153	127	81	LT	103	19	19	LT	84	84	325	103	797	491
SAT.	8.26A	3		CBS	CN		97	B		3.0	20	245	1458	180	112	212	115	174	107	84	30	156	70	98	76	81	46	138	52	952	548
IN THE NEWS-	8.56AM					20	195	A		3.7	18	302	1361	223	87	293	136	240	192	127	30	191	57	115	95	134	76	217	75	660	381
SAT.	8.56A	3		CBS	CN		99	B		3.7	19	302	1455	204	73	220	127	165	93	79	44	239	121	166	128	96	64	185	67	811	427
IN THE NEWS-	9.26AM					20	195	A		4.9	20	399	1381	298	103	298	75	173	213	156	85	268	102	126	90	119	110	223	75	592	291
SAT.	9.26A	3		CBS	CN		99	B		5.0	22	408	1533	283	113	336	167	236	147	128	83	278	147	190	149	100	69	204	63	715	354

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
															WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.			
WEEKEND DAYTIME CONT'D																															
IN THE NEWS-9.56AM						19	197	196	A	6.2	24	505	1525	293	99^	309	93^	178^	212^	148^	97^	332	119^	219^	186^	155^	81^	157^	83^	727	335
SAT. 9.56A	3	CBS	CN	99	99				B	7.0	28	571	1595	304	125	351	169	239	150	132	94	321	187	236	183	97	66	198	82	725	363
IN THE NEWS-11.56AM						20	188	185	A	6.9	22	562	1696	315	190^	366	239	310	206^	87^	56^	387	219	298	239	127^	89^	140^	75^	803	478
SAT. 11.56A	3	CBS	CN	96	96				B	6.0	21	489	1609	350	153	394	212	289	174	124	90	277	164	209	156	80	55	194	78	744	403
IN THE NEWS-12.26PM						19	177	176	A	5.5	18	448	1471	378	244^	420	302	380	243^	94^	40^	311	203^	278	239^	95^	33^	112^	62^	628	301
SAT. 12.26P	3	CBS	CN	92	90				B	5.4	18	440	1582	348	173	413	218	294	179	135	97	297	180	237	156	94	49	165	64	707	381
IN THE NEWS-12.56PM						18	166	162	A	6.4	20	522	1916	422	219^	497	236	349	270	186^	148^	360	201^	293	240	107^	67^	182^	96^	877	500
SAT. 12.56P	3	CBS	CN	88	87				B	5.8	19	473	1697	361	141	436	216	299	190	152	125	353	205	268	181	121	65	174	70	734	403
IN THE NEWS-1.26PM						16	162	157	A	6.0	18	489	1910	442	145^	470	189^	373	312	229^	97^	326	170^	215^	191^	126^	91^	270	155^	844	437
SAT. 1.26P	3	CBS	CN	88	88				B	5.5	17	448	1664	414	158	481	228	323	210	183	134	312	170	218	140	117	75	183	60	688	396
IN THE NEWS-10.56AM						20	197	196	A	8.5	30	693	1811	374	196	443	192	286	215	162^	136^	429	188	286	224	172^	120^	219	106^	720	374
SAT. 10.56A	3	CBS	CN	99	99				B	7.4	28	603	1569	329	145	373	191	271	161	146	91	328	209	258	185	89	53	192	98	676	342
IN THE NEWS-11.26AM						20	197	196	A	9.3	31	758	1842	410	173	478	269	365	215	116^	113^	464	217	306	230	179	142^	206	105^	694	383
SAT. 11.26A	3	CBS	CN	99	99				B	7.6	28	619	1637	352	149	403	223	296	177	131	90	329	203	248	174	86	69	202	92	703	363
KID SUPER POWER I						20	199	198	A	6.6	26	538	1530	206^	65^	206^	144^	168^	86^	49^	21^	184^	72^	147^	116^	99^	37^	82^	45^	1058	524
SAT. 9.30A	30	NBC	CA	97	97				B	5.8	25	473	1646	235	91	258	153	188	104	64	60	180	96	139	92	64	33	142	63	1066	637
KID SUPER POWER II						20	199	198	A	6.3	24	513	1472	250	131^	271	144^	205^	141^	108^	34^	143^	52^	99^	61^	66^	44^	112^	52^	946	479
SAT. 10.00A	30	NBC	CA	97	97				B	5.7	23	465	1659	239	109	267	158	201	111	71	56	202	128	164	100	53	34	135	45	1055	637
KIDS ARE PEOPLE TOO I						18	122	121	A	2.4	9	196	1184	367^	122^	393^	123^	271^	240^	245^	87^	225^	41^	77^	148^	158^	62^	163^	143^	403^	317^
1 SUN. 10.30A	28	ABC	CL	82	79				B	2.4	10	196	1455	408	148	437	192	282	222	151	128	310	154	241	158	126	56	207	127	501	333
2 SUN. 10.30A	36																														
10.30 - 11.00									A	2.4	9	196	1138	307^	112^	342^	107^	225^	194^	210^	87^	199^	25^	66^	143^	154^	56^	168^	148^	429^	332^
KIDS ARE PEOPLE TOO II						18	122	122	A	3.1	12	253	1194	455^	134^	455^	83^	265^	304^	340^	115^	344^	87^	214^	190^	213^	67^	146^	83^	249^	213^
1 SUN. 10.58A	32	ABC	CL	82	80				B	2.8	11	228	1514	442	164	477	201	298	233	176	144	307	120	215	164	154	66	217	102	513	360
2 SUN. 11.06A	24																														
KWICKY KOALA SHOW						5	162	157	A	6.7	21	546	1934	457	139^	483	208^	396	335	229	87^	331	161^	217^	215^	133^	83^	194^	146^	926	506
SAT. 1.00P	30	CBS	CA	88	88				B	6.2	18	505	1798	407	132	462	212	320	224	200	128	291	107	181	150	151	97	224	67	821	487
LAVERNE AND SHIRLEY						16	196	194	A	7.2	29	587	1683	257	144^	306	151^	220	165^	140^	75^	224	90^	179^	165^	122^	45^	231	120^	922	558
SAT. 9.30A	30	ABC	CA	99	96				B	6.5	27	530	1679	218	119	260	139	195	134	101	55	168	80	139	120	74	27	263	86	988	634
MEET THE PRESS						18	175	190	A	4.6	15	375	1555	555	184^	760	222^	309^	224^	195^	421^	616	56^	191^	192^	296^	390	35^	LT	144^	48^
SUN. 12.30P	30	NBC	CC	97	98				B	4.0	13	326	1334	470	136	537	122	185	177	174	319	635	147	283	274	297	311	48	LT	114	60
NBA ALLSTAR GAME(S)						182			A	8.9	22	725	1548	504	156^	525	186^	333	297^	214^	167^	811	376	513	483	322^	245^	154^	56^	58^	49^
1 SUN. 1.00P	158	CBS	SE	97																											
1.00 - 1.30									A	8.0	22	652	1735	481	163^	493	176^	315^	293^	204^	154^	939	460	600	563	369	260^	158^	59^	145^	102^
1.30 - 2.00									A	9.5	24	774	1736	499	177^	522	198^	347	337	201^	149^	1005	479	672	575	414	286^	157^	70^	52^	52^
2.00 - 2.30									A	8.9	22	725	1472	536	161^	562	192^	354	297^	245^	180^	742	332	454	455	296^	237^	141^	51^	27^	27^
2.30 - 3.00									A	9.0	22	734	1410	470	130^	497	169^	306^	255^	206^	167^	745	334	459	454	294^	235^	130^	20^	38^	38^
3.00 - 3.30									A	9.3	21	758	1391	515	144^	529	190^	329	282^	204^	181^	660	302^	409	386	251^	205^	168^	64^	34^	34^
NBA ON CBS						2	167		A	6.8	21	554	1460	267^	155^	274^	65^	135^	100^	154^	125^	935	452	709	543	428	198^	73^	LT	178^	87^
2 SUN. 12.00N	150	CBS	SE	91					B	6.8	18	554	1704	387	201	390	135	239	199	201	143	988	453	748	598	455	196	86	21	240	163
CONT'D																															

PROGRAM NAME										J/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																										
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																									
																				TOTAL 18-34 18-49 25-54 35-64 55+										TOTAL 18-34 18-49 25-54 35-64 55+										TOTAL FEM.		TOTAL 6-11																	
WEEKEND DAYTIME CONT'D																																																											
NBA ON CBS-CONT'D																																																											
12.00 - 12.30														A		4.3 15		350		1683		452^206^		452^ 31^ 189^158^ 283^263^		946 372^ 700 520^ 483^246^										102^ LT										183^ 132^													
12.30 - 1.00														A		5.2 17		424		1467		276^177^		276^ 42^ 149^107^ 201^127^		949 449^ 760 513^ 431^189^										91^ LT										151^ 67^													
1.00 - 1.30														A		6.9 22		562		1553		311^168^		311^100^ 150^124^ 151^149^		892 423 672 500 424 197^										86^ LT										264^ 130^													
1.30 - 2.00														A		8.4 24		685		1372		210^142^		220^ 72^ 123^ 79^ 107^ 86^		918 471 688 566 400 186^										56^ LT										178^ 89^													
2.00 - 2.30														A		9.2 25		750		1367		198^125^		215^ 62^ 108^ 77^ 116^ 76^		976 498 733 584 431 192^										49^ LT										127^ 46^													
NCAA BASKETBALL-NAT'L														4		187 195		A		7.8 20		636		1226		310 64^		319 109^ 196 193 135^ 94^										580 207 319 334 282 191										141^ 42^										186^ 137^	
1 SAT. 3.03P 125 NBC SE														91 96		B		7.4 20		603		1364		318 135		381 178 265 204 141 92		634 243 398 362 305 190										164 46										185 132											
2 SAT. 3.00P 127																																																											
3.00 - 3.30														A		6.9 19		562		1174		331 30^		331 72^ 184^197^ 173^109^		539 232 305 283 230 166^										150^ 60^										154^ 110^													
3.30 - 4.00														A		7.6 20		619		1191		290 32^		296 93^ 167^170^ 131^ 90^		550 213 306 323 247 175^										187^ 53^										158^ 133^													
4.00 - 4.30														A		7.7 20		628		1293		281 67^		303 116^ 219 215 135^ 65^		628 196 334 379 334 199										132^ 47^										230 157^													
4.30 - 5.00														A		8.4 20		685		1291		345 95^		356 134^ 223 213 137^107^		608 205 333 360 318 209										108^ 28^										219 170^													
NCAA BASKETBALL-REG'L														5		190 185		A		5.5 16		448		1411		366 69^		375 103^ 195^183^ 188^152^										742 290 443 395 356 229^										138^ 78^										156^ 101^	
1 SAT. 1.00P 126 NBC SE														92 93		B		5.5 14		448		1317		337 115		358 116 187 174 155 141		729 264 394 354 350 256										115 39										115 76											
2 SAT. 1.00P 123																																																											
1.00 - 1.30														A		4.6 14		375		1493		430 45^		434 128^ 216^177^ 181^190^		715 281^ 427 347 301^243^										189^107^										155^ 91^													
1.30 - 2.00														A		5.2 16		424		1528		417 75^		417 138^ 216^194^ 200^162^		758 307 494 424 375 199^										167^ 72^										186^ 123^													
2.00 - 2.30														A		5.4 15		440		1452		339 59^		366 108^ 196^191^ 194^141^		780 315 470 427 386 240^										134^ 70^										172^ 94^													
2.30 - 3.00														A		6.4 18		522		1257		302 84^		321 66^ 167^172^ 179^132^		722 272 402 385 354 228^										93^ 75^										121^ 93^													
NCAA BASKETBALL GAME-SUN														4		191 198		A		5.7 14		465		1553		449 243^		559 225^ 379 303 244^133^										790 251^ 556 487 446 216^										88^ 47^										116^ 88^	
1 SUN. 2.00P 124 NBC SE														92 98		B		6.6 15		538		1505		396 176		462 179 310 271 220 108		842 339 598 543 424 198										92 32										109 91											
2 SUN. 2.30P 120																																																											
2.00 - 2.30														A		5.6 14		456		1421		416^233^		550 168^ 308^319^ 288^174^		646 85^ 437^403^ 476^209^										170^110^										55^ 35^													
2.30 - 3.00														A		5.3 14		432		1558		425 206^		508 189^ 326 271^ 238^134^		819 262^ 590 495 467 210^										108^ 72^										123^ 84^													
3.00 - 3.30														A		5.3 13		432		1593		472 275^		841 266^ 449 344 288 138^		740 211^ 527 489 438 199^										80^ 44^										132^ 98^													
3.30 - 4.00														A		6.2 15		505		1640		456 263		577 274 415 305 216^118^		862 287 631 560 480 214^										83^ 30^										118^ 90^													
4.00 - 4.30														A		6.5 16		530		1383		436^225^		436^143^ 327^259^ 205^ 88^		817 374^ 508 422^ 341^250^										18^ LT										112^ 112^													
POPEYE/OLIVE COMEDY SHOW														9		190 190		A		2.5 17		204		1500		182^112^		216^114^ 162^137^ 102^ LT										83^ LT LT LT 63^ 63^										303^107^										898 594	
SAT. 8.00A 30 CBS CA														97 97		B		2.3 17		187		1210		115 82		132 81 114 75 51 LT		116 55 76 55 46 38										176 56										786 490											
PRO BOWL FOOTBALL GAME(S)														202																																													
1 SUN. 4.00P 207 ABC SE														99		A		18.7 35		1524		1949		596 277		647 216 440 369 337 181		872 299 523 488 458 269										201 59^										229 165											
4.00 - 4.30														A		16.0 35		1304		1867		565 276		629 204 426 383 327 171^		854 321 534 508 434 234										174^ 45^										210 156^													
4.30 - 5.00														A		18.0 39		1467		1847		567 269		624 209 419 352 314 181		850 303 506 491 440 255										178 41^										195 149^													
5.00 - 5.30														A		19.2 39		1565		1894		569 250		621 212 420 356 316 176		915 335 576 546 470 269										156 33^										202 145^													
5.30 - 6.00														A		18.7 36		1524		1984		605 260		651 193 431 367 357 199		914 301 557 532 502 273										187 44^										232 186													
6.00 - 6.30														A		19.6 35		1597		2005		624 296		657 210 427 351 345 206		884 284 535 485 478 279										226 67^										238 160													
6.30 - 7.00														A		20.0 34		1630		2017		639 293		684 230 474 393 357 188		898 289 525 460 480 291										222 85^										213 145^													
7.00 - 7.30														A		19.6 31		1597		2002		586 287		646 248 474 374 338 142^		767 257 421 376 404 266										265 97^										324 222													
PRO BOWLERS TOUR														5		181 182		A		8.5 21		693		1547		564 216		619 178 316 266 269 258										730 224 396 409 354 255										98^ 39^										100^ 47^	
1 SAT. 3.30P 90 ABC SE														93 93		B		9.2 22		750		1500		566 192		637 180 330 282 298 267		638 186 341 346 321 236										104 38										121 82											
2 SAT. 3.00P 90																																																											
3.00 - 3.30														A		7.6 19		619		1575		568 263^		623 200^ 307^209^ 233^268^		756 166^ 333^478 419 278^										56^ 23^										140^ 53^													
3.30 - 4.00														A		7.6 20		619		1599		584 236		643 216 325 243 237 273		748 225 393 412 357 278										109^ 45^										99^ 35^													
4.00 - 4.30														A		9.4 23		766		1527		552 209		603 165 314 283 279 241		730 240 405 410 333 250										118^ 45^										76^ 42^													
4.30 - 5.00														A		9.3 22		758		1478		559 148^		612 124^ 309^316 337 265^		675 238^ 428 340 340 207^										70^ 36^										121^ 79^													
RICHIE RICH/SCOOBY DOO-1														20		192 193		A		7.5 29		611		1728		295 179^		372 211 291 166^ 147^ 81^										223 76^ 166^166^ 107^ 50^										233 116^										900 492	
SAT. 10.00A 30 ABC CA														99 99		B		6.2 27		505		1649		230 134		269 150 210 127 96 49		181 102 150 107 64 26										251 104										948 587											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WEEKEND DAYTIME CONT'D																															
RICHIE RICH/SCOOBY DOO-2			20	196	197		A	7.9	29	644	1623	278	169	341	208	266	149	133	75	240	96	146	163	120	51	250	127	792	392		
SAT.	10.30A	30	ABC	CA	99	99	B	7.1	29	579	1623	227	126	266	167	219	125	86	37	193	106	154	116	76	27	257	116	907	546		
SAN DIEGO OPEN-SAT.(S)			150				A	4.6	10	375	1395	337	67	358	86	139	165	138	193	830	299	456	445	368	347	114	LT	93	93		
1 SAT.	5.11P	49	NBC	SE	83		A	4.7	10	383	1350	326	53	347	96	135	161	110	186	830	310	448	447	355	355	79	LT	94	94		
5.30 - 6.00																															
SAN DIEGO OPEN-SUN.(S)			176				A	5.4	11	440	1380	469	120	575	175	280	210	218	267	668	186	368	336	334	298	48	13	89	71		
1 SUN.	4.04P	123	NBC	SE	92		A	4.6	10	375	1328	343	51	535	220	260	146	129	248	669	232	378	325	304	291	62	22	62	54		
4.00 - 4.30							A	4.4	9	359	1298	371	75	535	195	236	134	134	279	681	211	336	301	290	345	59	25	23	23		
4.30 - 5.00							A	5.2	11	424	1368	550	167	623	148	321	269	293	274	644	187	383	342	327	261	18	LT	83	83		
5.00 - 5.30							A	6.7	13	546	1429	488	138	563	152	271	230	250	265	682	155	383	360	381	299	46	11	138	95		
5.30 - 6.00																															
SCHOOLHOUSE ROCK-8.26AM			20	187	190		A	4.3	28	350	1463	214	105	234	60	160	153	123	60	237	149	214	163	65	23	163	28	829	494		
SAT.	8.26A	4	ABC	CN	95	98	B	3.4	21	277	1518	198	65	228	129	176	134	72	39	200	115	170	125	60	29	149	32	941	523		
SCHOOLHOUSE ROCK-8.55AM			1	192			A	4.0	20	326	1764	347	141	411	166	232	203	78	167	368	141	261	233	120	107	135	23	850	608		
2 SAT.	8.55A	4	ABC	CN	95		B	4.0	20	326	1764	347	141	411	166	232	203	78	167	368	141	261	233	120	107	135	23	850	608		
SCHOOLHOUSE ROCK-10.55AM			19	196			A	7.3	27	595	1548	247	220	331	220	276	138	111	55	300	93	185	219	160	81	190	70	727	349		
1 SAT.	10.55A	4	ABC	CN	99		B	6.3	25	513	1597	229	130	269	168	221	123	85	37	198	104	160	118	83	27	257	112	873	534		
SCHOOLHOUSE ROCK-9.25AM			1	192			A	5.3	22	432	1465	252	185	395	148	197	186	247	160	241	120	241	183	121	LT	107	39	722	397		
2 SAT.	9.25A	4	ABC	CN	98		B	5.3	22	432	1465	252	185	395	148	197	186	247	160	241	120	241	183	121	LT	107	39	722	397		
SCHOOLHOUSE ROCK-11.25AM			7	193			A	7.7	27	628	1478	376	190	436	243	374	247	193	62	156	129	129	129	27	27	111	111	775	481		
1 SAT.	11.25A	4	ABC	CN	98		B	6.3	22	513	1571	281	129	336	195	277	178	121	53	226	144	193	140	73	30	172	68	837	512		
SMURFS I			20	209	209		A	6.5	35	530	1691	169	152	230	145	191	128	85	39	159	107	120	106	13	39	100	58	1202	666		
SAT.	8.30A	30	NBC	CA	99	99	B	5.8	34	473	1547	176	100	192	103	151	99	75	37	133	74	102	71	40	28	129	61	1093	676		
SMURFS II			20	209	209		A	9.3	40	758	1661	216	149	245	174	227	134	63	8	161	101	144	132	51	9	103	64	1152	657		
SAT.	9.00A	30	NBC	CA	99	99	B	7.9	37	644	1599	199	99	219	130	173	104	67	40	139	72	105	75	49	31	156	69	1085	684		
SPACE STARS I			10	183	182		A	4.4	15	359	1607	237	86	267	114	202	176	119	49	278	152	242	197	95	36	179	73	883	449		
SAT.	11.00A	30	NBC	CA	93	93	B	4.8	17	391	1576	224	138	256	152	206	139	84	39	253	171	222	142	64	26	205	64	862	498		
SPACE STARS II			10	183	182		A	5.1	17	416	1596	310	130	343	166	281	233	134	51	256	157	214	163	71	42	168	82	829	394		
SAT.	11.30A	30	NBC	CA	93	93	B	5.4	18	440	1506	232	121	258	145	205	141	75	48	287	174	236	178	86	40	190	56	771	436		
SPIDER-MAN & FRIENDS			11	201	202		A	5.8	21	473	1548	206	85	229	121	195	156	91	17	215	122	190	159	74	25	114	61	990	524		
SAT.	10.30A	30	NBC	CA	97	98	B	5.9	21	481	1668	212	120	245	147	207	135	85	30	237	148	197	123	74	37	221	62	965	553		
SPORTSBEAT			1	168			A	3.9	11	318	1635	639	138	762	302	551	433	340	177	576	290	384	366	286	97	149	84	148	122		
2 SUN.	2.00P	30	ABC	SC	86		B	3.9	11	318	1635	639	138	762	302	551	433	340	177	576	290	384	366	286	97	149	84	148	122		
SPORTSWORLD			4	167	192		A	7.1	17	579	1506	564	330	664	253	473	380	313	159	681	160	384	390	413	232	26	26	135	109		
1 SUN.	1.00P	60	NBC	SA	87	94	B	8.4	20	685	1532	488	250	558	195	383	309	262	143	806	276	472	493	429	230	43	14	125	105		
2 SUN.	4.30P	90					A	5.1	14	416	1728	601	486	931	340	660	477	457	233	578	44	351	354	444	199	54	54	165	126		
1.00 - 1.30							A	7.1	18	579	1729	579	370	845	278	600	474	462	186	585	57	360	386	445	171	75	75	224	176		
1.30 - 2.00							A	7.6	18	619	1317	410	237	410	189	339	265	150	71	847	257	481	470	432	295	LT	LT	60	60		
4.30 - 5.00							A	7.7	18	628	1398	500	283	500	227	361	274	193	139	812	195	399	461	494	287	LT	LT	86	86		
5.00 - 5.30							A	8.1	17	660	1435	730	314	730	264	479	439	356	192	536	187	313	267	267	191	15	15	154	113		
5.30 - 6.00																															
SUNDAY MORNING			20	157	153		A	4.3	20	350	1380	552	123	577	80	157	181	275	385	491	147	245	293	304	168	78	28	234	129		
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #		DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 25, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					20,540 25.2				25,670 31.5							
	ABC TV						← THAT'S INCREDIBLE (OP) →				← AMERICAN MUSIC AWARDS →							
	AVERAGE AUDIENCE (Households (000) & %)	{					16,540 20.3	19.5*		21.0*	21.5	20.6*		22.1*		22.3*		21.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 19.3	28 *		29 *	32	29 *		32 *		34 *		35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,600 21.6		16,220 19.9		22,330 27.4		17,690 21.7		18,090 22.2			
	CBS TV						MR. MERLIN		PRIVATE BENJAMIN (OP)		M*A*S*H		HOUSE CALLS		← LOU GRANT →			
	AVERAGE AUDIENCE (Households (000) & %)	{					14,910 18.3		15,160 18.6		19,560 24.0		16,300 20.0		14,260 17.5		18.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 17.5		26 18.6		34 23.5		29 24.6		28 18.1		28 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					19,320 23.7				18,580 22.8							
	NBC TV						← LITTLE HOUSE-PAIRIE (OP) →				← NBC MONDAY NIGHT MOVIES WHEN A STRANGER CALLS(SUS-OP) →							
	AVERAGE AUDIENCE (Households (000) & %)	{					15,890 19.5	18.7*		20.3*	15.8	15.8*		15.9*		16.2*		15.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					28 18.1	27 *		28 *	24	22 *		23 *		25 *		25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					20,700 25.4				21,030 25.8							
	ABC TV						← THAT'S INCREDIBLE →				← ABC THEATRE PRAY TV(OP) →							
	AVERAGE AUDIENCE (Households (000) & %)	{					16,220 19.9	18.7*		21.1*	16.0	16.7*		16.4*		16.4*		14.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					28 17.8	27 *		29 *	24	23 *		24 *		25 *		24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,870 20.7		16,140 19.8		20,950 25.7		17,770 21.8		15,400 18.9			
	CBS TV						MR. MERLIN		PRIVATE BENJAMIN (OP)		M*A*S*H		HOUSE CALLS		← LOU GRANT (R) →			
	AVERAGE AUDIENCE (Households (000) & %)	{					14,910 18.3		15,000 18.4		18,500 22.7		16,300 20.0		12,230 15.0		14.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 18.2		25 18.3		32 22.3		29 23.2		24 15.1		23 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					19,890 24.4				27,060 33.2							
	NBC TV						← LITTLE HOUSE-PAIRIE (OP) →				← NBC MONDAY NIGHT MOVIES WORLD WAR III, PART 2(SUS-OP) →							
	AVERAGE AUDIENCE (Households (000) & %)	{					16,380 20.1	19.8*		20.5*	19.150	22.8*		22.7*		24.5*		24.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					28 19.7	28 *		28 *	36	32 *		33 *		38 *		40 *
TV HOUSEHOLDS USING TV			WK. 1	65.1	67.3	66.2	67.6	69.0	70.7	71.6	72.5	71.2	70.9	69.5	69.0	65.7	64.2	61.7
(See Def. 1)			WK. 2	65.3	66.3	66.4	68.2	68.8	70.5	71.6	72.8	71.3	71.4	68.7	67.4	65.0	63.6	61.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE. MON. FEB. 1, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN.26, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)					20,780 25.5		18,340 22.5					22,250 27.3					
	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY (OP)		STATE OF THE UNION-ABC (SUS)			THREE'S COMPANY		DEMOCRATIC REPLY -ABC (SUS)			
	AVERAGE AUDIENCE (Households (000) & %)					18,090 22.2		16,540 20.3					19,320 23.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					33 21.5	23.0	30 20.0	20.5				37 22.3	25.1				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					16,950 20.8								13,940 17.1				
	CBS TV						SIMON & SIMON (OP)			STATE OF THE UNION-CBS (SUS) (9:00-9:49PM)(SUS-OP)		(1)			STATE OF UNION-ANALYSIS (SUS-OP) (10:22-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					13,370 16.4	15.8*		17.1*				10,350 12.7		12.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					25 15.6	24* 16.0		25* 17.0	17.3			22 12.1	13.7	23* 12.1			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,370 16.4							13,370 16.4		8,880 10.9			
	NBC TV						FATHER MURPHY (R)(OP)			STATE OF THE UNION-NBC (SUS) (9:00-9:49PM)		(2) (SUS-OP)(OP)			(3) (S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					10,430 12.8	12.4*		13.3*				12,230 15.0		8,480 10.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					19 12.4	19* 12.3	13.0	20* 13.5				22 15.0	14.8	19 10.7	10.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					17,120 21.0		16,710 20.5		22,330 27.4		22,170 27.2		22,490 27.6				
	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)			HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					15,320 18.8		15,490 19.0		20,210 24.8		20,540 25.2		18,830 23.1	23.1*	23.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					28 18.5	19.0	28 18.1	19.8	37 23.8	25.8	38 25.2	25.3	38 23.4	37* 22.8	39* 22.9		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,650 19.2		15,080 18.5		15,890 19.5								
	CBS TV					BUGS BUNNY'S VALENTINE (R)		POPEYE VALENTINE SPECIAL SWEETHEARTS AT SEA(R)(OP)					CBS TUESDAY NIGHT MOVIES MILLION DOLLAR INFIELD					
	AVERAGE AUDIENCE (Households (000) & %)					13,370 16.4		13,280 16.3		9,780 12.0	12.1*		11.2* 17*		12.5* 20*	12.1* 20*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					24 16.4	16.5	24 17.0	15.7	19 12.5	18* 11.6		17* 11.0		20* 12.2	20* 12.3		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					19,230 23.6				18,170 22.3				15,320 18.8				
	NBC TV						FATHER MURPHY (OP)			BRET MAVERICK (OP)				FLAMINGO ROAD				
	AVERAGE AUDIENCE (Households (000) & %)					15,570 19.1	18.1*		20.0*	14,830 18.2	18.2*		18.3* 28*	13,200 16.2	16.1*	16.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					28 17.4	27* 18.7		29* 20.0	27 18.3	27* 18.2		28* 18.1	27 15.8	26* 16.4	27* 16.3		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.3	63.5	63.9	65.2	65.8	66.8	66.7	67.4	68.1	68.3	68.2	66.0	62.2	59.8	55.2	50.6
		WK. 2	65.2	65.9	65.6	66.6	66.8	67.6	68.3	68.6	66.8	67.0	66.3	66.6	62.9	61.8	60.4	58.0

U.S. TV Households: 81,500,000

(1) CBS DEMOCRATIC REPLY, CBS, (9:53-10:22PM)(SUS)

(2) NBC NEWS COMMENTARY, NBC, (9:49-10:07PM)(S)

A-5 (3) NBC NEWS REPORT, NBC, (10:42-11:00PM)(S)

For explanation of symbols, See page A.

EVE.TUE. FEB.2, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.27, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,110 25.9				19,800 24.3				19,320 23.7			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					17,120 21.0	19.7*		22.3*	16,060 19.7	19.2*		20.1*	16,540 20.3	20.0*		20.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 18.7	29 *		32 *	29 19.2	28 *		30 *	34 19.9	33 *		35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)									20,460 25.1							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)									13,370 16.4	15.7*		16.7*		16.9*		16.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %									26 15.8	23 *		25 *		27 *		28 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,430 26.3				18,170 22.3		16,380 20.1		17,030 20.9			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					17,770 21.8	21.5*		22.0*	16,460 20.2		14,590 17.9		14,100 17.3	17.3*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 20.9	31 *		32 *	30 19.9	27 20.4	27 18.1		29 17.0	28 *		29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,990 23.3				21,350 26.2				19,320 23.7			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,240 18.7	18.2*		19.2*	17,930 22.0	21.9*		22.0*	15,970 19.6	19.5*		19.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 18.0	27 *		28 *	32 21.8	32 *		32 *	32 19.3	31 *		32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,860 17.0		11,820 14.5		19,400 23.8							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,550 15.4		10,840 13.3		13,530 16.6	15.4*		17.1*		17.2*		16.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 15.1		20 13.0		25 15.0	22 *		25 *		27 *		27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,430 26.3				18,090 22.2		14,830 18.2		16,950 20.8			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					17,200 21.1	19.9*		22.3*	16,140 19.8		13,530 16.6		13,690 16.8	16.6*		17.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 19.5	30 *		33 *	29 19.7		24 16.5		27 16.3	26 *		28 *
TV HOUSEHOLDS USING TV WK. 1		64.0	64.9	65.7	66.8	67.7	68.9	69.2	69.6	68.2	68.2	67.6	65.7	62.0	60.9	60.1	58.3
(See Def. 1) WK. 2		62.4	63.4	64.3	64.9	66.2	67.5	67.6	68.2	68.6	69.4	68.9	67.8	63.1	62.4	61.8	60.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE.WED. FEB.3, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JAN. 28, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,740 14.4		10,920 13.4		15,570 19.1		16,630 20.4		16,460 20.2			
	ABC TV					MORK & MINDY (R)		BEST OF THE WEST (R)		BARNEY MILLER (R)		TAXI (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					9,780 12.0		9,620 11.8		13,940 17.1		15,000 18.4		12,140 14.9		15.8*	14.0*
	SHARE OF AUDIENCE %					19		18		26		29		25		26 *	24 *
	AVG. AUD. BY ¼ HR.					11.4	12.6	11.5	12.1	17.0	17.2	17.8	18.9	15.9	15.7	14.3	13.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					24,370 29.9				18,090 22.2				16,540 20.3			
	CBS TV							MAGNUM, P.I. (OP)				KNOTS LANDING				NURSE	
	AVERAGE AUDIENCE (Households (000) & %)					19,970 24.5				14,260 17.5				13,530 16.6		16.7*	16.6*
	SHARE OF AUDIENCE %					38	37 *		25.2*	27	17.1*		17.9*	28	27 *		29 *
	AVG. AUD. BY ¼ HR.					23.2	24.4	25.4	25.0	17.2	17.0	18.0	17.8	16.5	16.8	16.8	16.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,750 18.1				15,400 18.9		13,770 16.9		20,290 24.9			
	NBC TV							FAME (OP)		DIFF'RENT STROKES		GIMME A BREAK (R)(OP)				HILL STREET BLUES	
	AVERAGE AUDIENCE (Households (000) & %)					10,920 13.4				13,200 16.2		12,470 15.3		16,220 19.9		19.8*	20.1*
	SHARE OF AUDIENCE %					21	20 *		13.8*	25		24		33	32 *		35 *
	AVG. AUD. BY ¼ HR.					12.8	13.2	13.6	14.0	15.6	16.9	15.2	15.3	19.7	19.9	20.5	19.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,960 15.9		11,410 14.0		13,770 16.9		14,020 17.2		15,570 19.1			
	ABC TV							MORK & MINDY		BOSOM BUDDIES		TAXI (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					11,490 14.1		10,600 13.0		12,470 15.3		12,550 15.4		11,170 13.7		14.1*	13.4*
	SHARE OF AUDIENCE %					22		20		23		23		23		23 *	23 *
	AVG. AUD. BY ¼ HR.					14.1	14.1	13.2	12.8	15.1	15.6	15.0	15.8	14.2	14.0	13.5	13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,660 27.8				24,780 30.4							
	CBS TV							MAGNUM, P.I. (OP)								HALLMARK HALL OF FAME HUNCHBACK OF NOTRE DAME	
	AVERAGE AUDIENCE (Households (000) & %)					18,500 22.7				16,710 20.5						20.5*	20.1*
	SHARE OF AUDIENCE %					35	21.7*		23.7*	32	20.8*		20.6*		33 *		34 *
	AVG. AUD. BY ¼ HR.					21.2	22.2	23.5	23.9	21.3	20.3	20.5	20.8	20.5	20.6	20.4	19.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,380 20.1				17,440 21.4		16,630 20.4		19,070 23.4			
	NBC TV							FAME (OP)		DIFF'RENT STROKES		GIMME A BREAK (OP)				HILL STREET BLUES (R)	
	AVERAGE AUDIENCE (Households (000) & %)					13,040 16.0				15,490 19.0		15,400 18.9		15,080 18.5		18.4*	18.6*
	SHARE OF AUDIENCE %					25	25 *		16.1*	28		28		31	30 *		32 *
	AVG. AUD. BY ¼ HR.					16.0	16.1	15.8	16.4	18.5	19.6	18.7	19.0	18.4	18.5	18.7	18.5
TV HOUSEHOLDS USING TV WK. 1		62.9	63.3	63.4	63.8	64.0	64.8	64.7	65.2	64.6	64.5	64.1	64.1	62.5	61.2	58.9	56.4
(See Def. 1) WK. 2		63.1	64.2	63.2	64.8	64.5	65.2	65.2	65.6	66.8	67.0	66.2	66.6	62.6	60.6	59.7	57.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE. THU. FEB. 4, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JAN.29, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					22,330 27.4											
	ABC TV												ABC NEWS SPECIAL:FDR (OP)				
	AVERAGE AUDIENCE (Households (000) & %)					12,390 15.2											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 15.4	25 * 15.9		16.6 * 16.5		15.2 * 14.8		14.0 * 14.1		15.1 * 15.2		14.5 * 14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					23,960 29.4				27,710 34.0				20,620 25.3			
	CBS TV							DUKES OF HAZZARD (OP)			DALLAS				FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)					19,800 24.3				23,230 28.5				16,710 20.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					39 22.4	37 * 23.9		25.5 * 26.0	27.7 * 27.2	24 * 28.2		29.2 * 29.1	20.9 * 21.7	20.9 * 20.1		20.0 * 20.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,370 11.5				12,470 15.3				16,540 20.3			
	NBC TV							NBC MAGAZINE (OP)			MCCLAIN'S LAW (SUS-OP)				CASSIE AND COMPANY		
	AVERAGE AUDIENCE (Households (000) & %)					6,760 8.3				9,620 11.8				13,690 16.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 9.3	14 * 8.4		7.8 * 7.8	11.1 * 11.1	11.1 * 11.1		12.6 * 13.1	16.8 * 16.5	16.8 * 17.1		16.7 * 16.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,910 18.3		12,230 15.0		13,280 16.3				15,160 18.6			
	ABC TV							BENSON		OPEN ALL NIGHT			ALL STAR FAMILY FEUD (OP)				STRIKE FORCE
	AVERAGE AUDIENCE (Households (000) & %)					13,200 16.2		10,510 12.9		10,510 12.9				12,390 15.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 15.7		20 16.6		20 12.1	20 * 12.8		13.3 * 13.3	14.6 * 14.0	14.6 * 15.2		15.8 * 15.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					23,880 29.3				26,810 32.9				20,950 25.7			
	CBS TV							DUKES OF HAZZARD (OP)			DALLAS				FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)					18,580 22.8				23,150 28.4				17,930 22.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					36 20.2	33 * 21.1		24.9 * 24.2	28.5 * 28.5	28.5 * 28.5		28.3 * 28.1	22.8 * 22.1	22.8 * 21.8		21.2 * 20.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,470 15.3				11,080 13.6				10,270 12.6			
	NBC TV							NBC MAGAZINE (OP)			MCCLAIN'S LAW (SUS-OP)				CASSIE AND COMPANY		
	AVERAGE AUDIENCE (Households (000) & %)					9,050 11.1				9,210 11.3				7,990 9.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 11.2	18 * 10.7		11.2 * 11.2	10.9 * 10.6	10.9 * 11.2		11.7 * 11.6	9.9 * 10.1	9.9 * 9.3		9.6 * 9.9
TV HOUSEHOLDS USING TV WK. 1		57.5	58.2	58.7	60.6	62.2	62.2	63.1	64.2	64.3	64.8	64.7	64.3	61.4	60.5	59.4	57.9
(See Def. 1) WK. 2		59.7	60.7	60.1	61.2	62.1	62.5	63.0	64.0	62.5	63.5	63.5	63.0	59.3	57.4	55.6	54.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.FRI. FEB.5, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 30, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,370 16.4				21,840 26.8				18,750 23.0			
	ABC TV						KING'S CROSSING (OP)				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,940 12.2	11.5*		12.9*	18,340 22.5	21.5*		23.5*	15,730 19.3	19.4*		19.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					20 11.4	19 *	22 *	37	35 *		38 *	35	34 *		35 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					18,750 23.0				19,800 24.3							
	CBS TV						WALT DISNEY THE CAT FROM OUTER SPACE, PART 1(OP)				GOLDEN GLOBE AWARDS (9:00-11:16PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{					14,260 17.5	17.4*		17.5*	11,080 13.6	12.2*		12.1*		14.1*		14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					29 17.2	29 *	29 *	24	20 *		20 *		25 *		27 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,100 17.3		14,590 17.9		14,750 18.1				12,390 15.2			
	NBC TV						ONE OF THE BOYS		HARPER VALLEY (OP)		BARBARA MANDRELL (OP)			BILLY CRYSTAL COMEDY HOUR				
	AVERAGE AUDIENCE (Households (000) & %)	{					12,140 14.9		12,960 15.9		11,740 14.4	14.9*		13.8*	8,970 11.0	11.5*		10.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					25 14.5	15.4	27	15.6	24	24 *		22 *	20	20 *		20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,490 14.1				16,950 20.8				16,300 20.0			
	ABC TV						KING'S CROSSING (OP)				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,310 10.2	9.7*		10.6*	13,690 16.8	15.4*		18.2*	13,610 16.7	16.2*		17.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					16 10.1	15 *	16 *	11.2	27	24 *		29 *	29	27 *		30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					21,430 26.3				25,430 31.2							
	CBS TV						WALT DISNEY THE CAT FROM OUTER SPACE, PART 2(OP)				CBS SAT. NIGHT MOVIE SILVER STREAK(R) (9:00-11:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{					17,030 20.9	19.9*		21.9*	16,220 19.9	18.7*		18.3*		20.4*		21.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					33 19.3	31 *	34 *	34 *	34	29 *		29 *		34 *		38 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,370 16.4		12,800 15.7		14,180 17.4				11,410 14.0			
	NBC TV						ONE OF THE BOYS		HARPER VALLEY (OP)		BARBARA MANDRELL (OP)			BILLY CRYSTAL COMEDY HOUR				
	AVERAGE AUDIENCE (Households (000) & %)	{					11,740 14.4		11,570 14.2		11,650 14.3	14.2*		14.4*	7,910 9.7	10.6*		8.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					23 14.0	22	22	14.1	23	22 *		23 *	17	18 *		16 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	57.3	59.2	59.8	60.6	59.7	59.1	59.6	60.4	60.5	61.3	61.6	61.2	57.8	56.7	55.0	53.5
U.S. TV Households: 81,500,000		WK. 2	58.2	59.9	61.4	62.0	63.2	64.0	64.6	65.1	63.8	63.7	63.5	62.4	59.9	58.6	57.0	56.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE. SAT. FEB. 6, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.30, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,790 7.1														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,460 6.7														
	SHARE OF AUDIENCE %		13														
1	AVG. AUD. BY ¼ HR.	%	6.7														
	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV		GOLDEN GLOBE AWARDS (9:00-11:16PM)														
	AVERAGE AUDIENCE (Households (000) & %)	{															
1	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.	%	15.8	14.5													
	TOTAL AUDIENCE (Households (000) & %)	{			10,760 13.2												
	NBC TV				SATURDAY NIGHT (11:30-12:46AM) (SUSTAINING 12:46-1:00AM)												
1	AVERAGE AUDIENCE (Households (000) & %)	{			6,280 7.7												
	SHARE OF AUDIENCE %				21	8.3*			7.5*								
	AVG. AUD. BY ¼ HR.	%			8.5	8.1	7.7		7.2	6.9	6.6						
	TOTAL AUDIENCE (Households (000) & %)	{															
W E E K 2	ABC TV		5,130 6.3														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,050 6.2														
	SHARE OF AUDIENCE %		12														
	AVG. AUD. BY ¼ HR.	%	6.2														
2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %																
2	AVG. AUD. BY ¼ HR.	%	21.9	19.6													
	TOTAL AUDIENCE (Households (000) & %)	{			12,960 15.9												
	NBC TV				SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			7,420 9.1												
2	SHARE OF AUDIENCE %				24	9.9*			9.1*								
	AVG. AUD. BY ¼ HR.	%			10.3	9.5	9.3		8.9	7.8	7.3						
	TOTAL AUDIENCE (Households (000) & %)	{															
	TV HOUSEHOLDS USING TV (See Def. 1)		52.0	47.9	43.0	39.4	36.2	33.1	30.7	27.6	25.2	23.4	21.1	18.7	16.4	14.3	12.3
U.S. TV Households: 81,500,000			55.3	52.3	46.0	41.6	37.2	34.3	30.2	28.2	25.8	23.6	20.9	18.0	15.6	13.7	12.4
																	10.9

For explanation of symbols, See page A.

EVE.SAT. FEB.6, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.31, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	12,230 15.0				18,090 22.2				26,810 32.9							
	ABC TV		(1) (-OP)		CODE RED (7:27-8:00PM)(OP)				TODAY'S FBI (OP)						ABC SUNDAY NIGHT MOVIE SLAP SHOT(OP) (9:00-11:24PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	10,270 12.6				15,240 18.7	17.8*			16,950 20.8				20.6*		20.6*	20.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 20.1	12.0	11.9	13.5	27 17.3	26* 18.3	28* 20.1	28* 20.6	29* 20.5	29* 20.9	30* 20.4	30* 20.9	31* 20.4	31* 20.4	32* 20.4	32* 20.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	29,670 36.4				19,720 24.2		18,990 23.3		21,600 26.5		20,050 24.6		20,620 25.3			
	CBS TV			60 MINUTES			ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS			TRAPPER JOHN, M.D.		
	AVERAGE AUDIENCE (Households (000) & %)	{	23,880 29.3	27.5*		31.0*	18,090 22.2		17,440 21.4		19,400 23.8		18,260 22.4		17,930 22.0		21.6*	22.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	43 26.0	41* 29.0		45* 30.7	32 21.8		30 22.5	30 21.1	34 23.5	32 24.1	32 22.4	34 22.5	34 21.2	32* 22.0	32* 22.6	35* 22.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,430 17.7				18,910 23.2				21,430 26.3							
	NBC TV			PEACOCK SHOWCASE					CHIPS (OP)						NBC SUNDAY NIGHT MOVIE WORLD WAR III, PART I(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	9,940 12.2	10.3*		14.2*	15,970 19.6	19.2*		20.0*	15,730 19.3					19.8*		19.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 9.7	15* 10.9		21* 13.9	28 14.5	28* 19.0	28* 19.5	28* 20.4	29 19.7	27* 18.6	28* 19.2	28* 19.3	30* 20.0	30* 19.5	30* 19.4	30* 19.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	14,510 17.8				32,110 39.4								15,650 19.2			
	ABC TV				CODE RED (OP)						ABC SUNDAY NIGHT MOVIE SUPERMAN, PART I(OP)						TODAY'S FBI	
	AVERAGE AUDIENCE (Households (000) & %)	{	10,600 13.0	11.5*		14.6*	24,120 29.6	27.9*		30.2*		31.8*			12,630 15.5		16.3*	14.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 11.2	18* 11.8		22* 13.2	42 27.6	40* 28.2	42* 29.7	42* 30.6	44* 31.6	44* 31.9	41* 31.6	41* 25.6	25 17.1	26* 15.5	26* 14.8	25* 14.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	29,580 36.3				19,640 24.1		18,260 22.4		18,340 22.5		21,680 26.6		23,960 29.4			
	CBS TV			60 MINUTES			ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS			TRAPPER JOHN, M.D.		
	AVERAGE AUDIENCE (Households (000) & %)	{	24,610 30.2	29.3*		31.1*	17,690 21.7		17,440 21.4		17,120 21.0		18,260 22.4		20,540 25.2		25.0*	25.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	47 27.9	46* 30.7		47* 31.7	31 21.1		30 22.2	30 21.4	29 21.3	32 20.6	32 21.3	41 21.2	41 24.6	40* 25.3	40* 25.7	43* 25.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,710 15.6				19,230 23.6											
	NBC TV			PEACOCK SHOWCASE											NBC SUNDAY NIGHT MOVIE THE DAY THE BUBBLE BURST(SUS-OP)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	9,700 11.9	11.2*		12.7*	10,350 12.7	12.7*		12.5*		12.2*		12.4*		13.4*		13.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 11.0	18* 11.5		19* 12.2	19 12.6	18* 12.8	17* 12.5	17* 12.4	17* 12.3	17* 12.1	18* 12.2	18* 12.6	21* 13.5	21* 13.3	23* 13.5	23* 13.0
TV HOUSEHOLDS USING TV		WK. 1	66.6	67.8	68.0	68.4	68.3	69.1	69.8	70.6	70.5	70.8	69.6	69.3	67.3	66.4	64.3	63.3
(See Def. 1)		WK. 2	61.8	64.3	66.0	67.6	69.0	70.2	71.2	71.8	72.0	72.1	71.2	68.9	63.5	61.3	59.9	58.3

U.S. TV Households: 81,500,000

(1)PRO BOWL FOOTBALL GAME, NFC VS AFC, ABC, (4:00-7:27PM)(S)

For explanation of symbols, See page A.

EVE.SUN. FEB.7, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.31, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

ABC SUNDAY
NIGHT MOVIE
SLAP SHOT
(9:00-11:24PM)

4,400

5.4

ABC WEEKEND
REPORT-SUN.
(11:32-11:47PM)

4,240

5.2

13

4.5

22.2*

39 *

21.9

22.6

5.3

4.5

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

CBS
SUNDAY
NEWS-
OSGOOD

6,440

7.9

6,110

7.5

13

7.5

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,930

3.6

NBC LATE NIGHT MOVIE

THE GANGSTER CHRONICLES, PART 4(R)

(11:30-12:35AM)

(SUSTAINING 12:35-1:30AM)

2,040

2.5

8

2.5

2.5*

6 *

2.5

2.5*

9 *

2.5

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,670

4.5

3,750

4.6

10

4.6

ABC

WEEKEND

REPORT-

SUN.

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

7,010

8.6

6,600

8.1

17

8.1

CBS

SUNDAY

NEWS-

OSGOOD

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,360

2.9

NBC LATE NIGHT MOVIE

THE GANGSTER CHRONICLES, PART 5(R)

(11:30-1:03AM)

(SUSTAINING 1:03-1:30AM)

1,630

2.0

8

2.1

2.2*

7 *

2.3

2.2*

9 *

2.2

1.7*

8 *

1.8

1.6

1.6

1.6

1.6

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

58.8	53.5	41.7	36.0	30.8	26.8	24.1	21.9	19.1	16.9	14.9	13.2	11.1	9.5	7.9	6.7
49.2	42.0	35.4	30.7	27.0	24.5	21.6	19.3	16.9	15.3	12.9	10.7	9.0	8.1	7.2	6.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE.SUN. FEB.7, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 25-29, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,870 7.2				5,710 7.0									
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP)		AMERICA-730 (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)		AMERICA-830 (PARTICIPATING)				(SUS-OP)				(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			4,480 5.5				4,650 5.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			28 5.4		5.5		27 5.8		5.7							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,730 5.8										3,910 4.8		5,130 6.3			
	CBS TV			MORNING-KURALT & SAWYER								ONE DAY AT A TIME-M-F (SUS-OP)>		ALICE-M-F (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	1,790 2.2		1.8*		2.4*		2.4*		2.6*		3,420 4.2		4,400 5.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11 1.6		11*		12*		11*		12*		19 3.9		24 5.0		5.7	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			5,540 6.8				5,710 7.0				2,850 3.5		3,990 4.9			
	NBC TV	TODAY SHOW-7.30AM (CO-OP)		AMERICA-730 (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)		AMERICA-830 (PARTICIPATING)				REGIS. PHILBIN SHOW (SUS-OP)>		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)			4,480 5.5				4,810 5.9				2,280 2.8		3,340 4.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			28 5.4		5.7		27 6.1		5.7		13 2.9		18 3.8		4.4	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			6,280 7.7				6,030 7.4									
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP)		AMERICA-730 (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)		AMERICA-830 (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,810 5.9				5,050 6.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			30 5.8		6.0		28 6.3		6.0							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	5,220 6.4										4,080 5.0		4,890 6.0			
	CBS TV			MORNING-KURALT & SAWYER								ONE DAY AT A TIME-M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)	2,040 2.5		1.8*		2.5*		2.6*		3.1*		3,340 4.1		4,240 5.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13 1.6		12*		13*		12*		14*		18 3.8		23 5.1		5.4	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			4,480 5.5				5,050 6.2				2,530 3.1		3,670 4.5			
	NBC TV	TODAY SHOW-7.30AM (CO-OP)		AMERICA-730 (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)		AMERICA-830 (PARTICIPATING)				REGIS. PHILBIN SHOW		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)			3,500 4.3				4,160 5.1				2,040 2.5		3,180 3.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			22 4.5		4.2		23 5.1		5.1		11 2.5		17 3.7		4.1	
TV HOUSEHOLDS USING TV WK. 1		10.8	13.5	16.2	17.5	19.2	21.0	21.3	21.4	21.2	21.7	21.4	21.7	21.1	21.7	22.0	23.2
(See Def. 1) WK. 2		10.1	12.8	15.2	16.7	18.7	20.5	21.4	21.4	21.4	22.0	22.1	22.5	22.1	22.4	22.7	23.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB. 1-5, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 25-29, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,850 8.4				{ 6,520 8.0		{ 6,760 8.3		{ 9,370 11.5		{ 9,370 11.5		{ 9,370 11.5						
	ABC TV	LOVE BOAT DAYTIME >(SUS-OP)				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE >(SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,050 6.2				{ 5,540 6.8		{ 5,710 7.0		{ 7,340 9.0		{ 7,340 9.0		{ 7,340 9.0						
	SHARE OF AUDIENCE %	{ 25 5.5				{ 24 * 6.1		{ 28 * 6.6		{ 28 * 8.9		{ 31 * 9.4		{ 29 * 8.7						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,930 8.5				{ 7,990 9.8		{ 8,390 10.3		{ 8,720 10.7		{ 8,720 10.7		{ 7,010 8.6						
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 >(SUS-OP)(OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS >(SUS-OP)				SEARCH FOR TOMORROW >(SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,870 7.2				{ 7,170 8.8		{ 6,360 7.8		{ 7,010 8.6		{ 7,010 8.6		{ 6,280 7.7						
	SHARE OF AUDIENCE %	{ 30 6.8				{ 35 7.6		{ 28 * 7.6		{ 28 * 8.2		{ 27 * 8.3		{ 25 8.9						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,540 6.8				{ 4,730 5.8		{ 3,340 4.1		{ 3,420 4.2		{ 6,030 7.4		{ 4,970 6.1		{ 4,970 6.1				
	NBC TV	WHEEL OF FORTUNE				BATTLESTARS (SUS-OP)>		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD >(SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.9				{ 4,240 5.2		{ 2,850 3.5		{ 2,850 3.5		{ 4,560 5.6		{ 3,830 4.7						
	SHARE OF AUDIENCE %	{ 25 5.9				{ 21 5.1		{ 12 3.4		{ 12 3.6		{ 18 * 5.5		{ 15 * 4.8						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.2				{ 6,190 7.6		{ 6,760 8.3		{ 9,860 12.1		{ 9,860 12.1		{ 9,860 12.1						
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7				{ 5,380 6.6		{ 5,950 7.3		{ 7,580 9.3		{ 7,580 9.3		{ 7,500 9.2						
	SHARE OF AUDIENCE %	{ 27 6.0				{ 26 * 6.5		{ 23 6.5		{ 30 8.8		{ 28 * 9.1		{ 30 8.8						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,760 8.3				{ 7,740 9.5		{ 8,310 10.2		{ 8,230 10.1		{ 8,230 10.1		{ 6,520 8.0						
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS				SEARCH FOR TOMORROW						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,870 7.2				{ 6,930 8.5		{ 6,360 7.8		{ 6,440 7.9		{ 6,440 7.9		{ 5,790 7.1						
	SHARE OF AUDIENCE %	{ 30 6.9				{ 33 7.5		{ 27 * 7.6		{ 26 * 7.9		{ 24 * 7.6		{ 23 * 8.3						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,620 6.9				{ 4,560 5.6		{ 3,910 4.8		{ 3,500 4.3		{ 6,520 8.0		{ 5,460 6.7		{ 5,460 6.7				
	NBC TV	WHEEL OF FORTUNE				BATTLESTARS		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.9				{ 4,080 5.0		{ 3,260 4.0		{ 2,850 3.5		{ 4,730 5.8		{ 4,160 5.1						
	SHARE OF AUDIENCE %	{ 24 5.9				{ 20 6.0		{ 14 3.9		{ 12 4.2		{ 19 * 5.3		{ 17 * 5.4						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	23.7	24.5	24.9	26.1	28.3	29.6	28.5	29.1	30.1	31.0	30.5	30.3	30.3	30.9	30.4			
		WK. 2	23.7	25.0	25.4	26.6	28.5	30.0	28.9	29.8	30.7	31.3	30.4	30.7	30.1	30.7	31.6			

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB. 1-5, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.25-29, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 11,250 13.8		GENERAL HOSPITAL (SUS-OP)		{ 4,970 6.1		EDGE OF NIGHT		{ 11,980 14.7		ABC WORLD NEWS TONIGHT																	
	ABC TV																													
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,800 10.8		10.3*		11.3*		{ 4,320 5.3		10,600 13.0																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 33 10.0		32 *		33 *		15 5.4		21 12.8		13.3																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,970 11.0		GUIDING LIGHT (OP)		{ 2,530 3.1		TATTLETALES		{ 13,280 16.3		CBS EVENING NEWS- RATHER																	
	CBS TV																													
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,340 9.0		8.9*		9.1*		{ 2,120 2.6		11,740 14.4																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 27 8.9		28 *		27 *		7 2.6		24 14.3		14.3																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 4,480 5.5		TEXAS		{ 12,630 15.5		NBC NIGHTLY NEWS																					
	NBC TV																													
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,340 4.1		3.8*		4.3*		{ 11,330 13.9		13.6		14.3																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 12 3.8		12 *		13 *		23 4.5																					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 11,900 14.6		GENERAL HOSPITAL (SUS-OP)		{ 4,890 6.0		EDGE OF NIGHT		{ 12,140 14.9		ABC WORLD NEWS TONIGHT																	
	ABC TV																													
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,540 11.7		11.3*		12.2*		{ 4,400 5.4		10,600 13.0																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 35 11.0		35 *		35 *		15 5.5		21 12.8		13.2																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 8,560 10.5		GUIDING LIGHT (OP)		{ 3,020 3.7		TATTLETALES (S)(OP)		{ 13,940 17.1		CBS EVENING NEWS- RATHER																	
	CBS TV																													
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,930 8.5		8.3*		8.7*		{ 2,610 3.2		12,550 15.4																			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 25 8.1		26 *		25 *		9 3.1		25 15.3		15.5																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 4,560 5.6		TEXAS		{ 12,630 15.5		NBC NIGHTLY NEWS																					
	NBC TV																													
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,420 4.2		3.9*		4.5*		{ 11,410 14.0		13.7		14.3																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 12 3.8		12 *		13 *		23 4.6																					
TV HOUSEHOLDS USING TV														WK. 1	31.9	33.0	34.3	35.6	35.2	37.2	39.0	41.3	43.8	46.2	47.7	51.0	55.3	58.5	59.8	60.9
(See Def. 1)														WK. 2	32.5	34.3	35.2	36.8	36.3	38.3	39.6	41.6	44.0	46.2	48.2	51.2	56.0	58.7	60.5	61.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.1-5, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 30, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1)

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. FEB. 6, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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	TOTAL AUDIENCE (Households (000) & %)		{	7,660 9.4		7,500 9.2		5,460 6.7		6,600 8.1										
	ABC TV			GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		(1)		← AMERICAN BANDSTAND '82 →										
	AVERAGE AUDIENCE (Households (000) & %)		{	6,600 8.1		5,870 7.2		4,560 5.6		3,990 4.9	4.6*				5.1*					
W	SHARE OF AUDIENCE %		%	29		25		20		16	16 *				17 *					
	AVG. AUD. BY ¼ HR.		%	8.1	8.0	7.3	7.1	5.2	6.0	4.7	4.5	4.9	5.4							
	TOTAL AUDIENCE (Households (000) & %)		{	8,720 10.7		7,090 8.7		5,540 6.8		6,030 7.4	6,110 7.5		4,480 5.5							
E	CBS TV			BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES						
E	AVERAGE AUDIENCE (Households (000) & %)		{	7,010 8.6		5,870 7.2		4,400 5.4		4,970 6.1	4,970 6.1		3,670 4.5							
K	SHARE OF AUDIENCE %		%	31		25		19		21	20		14							
1	AVG. AUD. BY ¼ HR.		%	8.3	9.0	7.5	7.0	5.6	5.2	6.0	6.3	6.1	6.1	4.4	4.6					
	TOTAL AUDIENCE (Households (000) & %)		{	4,320 5.3		5,300 6.5		5,790 7.1		3,830 4.7	10,510 12.9									
	NBC TV			SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE		NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST								
	AVERAGE AUDIENCE (Households (000) & %)		{	3,420 4.2		4,320 5.3		4,560 5.6		3,020 3.7	4,730 5.8		4.8*		5.6*		5.7*			
	SHARE OF AUDIENCE %		%	15		18		20		13	17		15 *		18 *		19 *			
	AVG. AUD. BY ¼ HR.		%	4.3	4.1	5.0	5.5	5.6	5.6	3.6	3.9	4.8	4.8	5.7	5.4	5.9	6.8	6.7		
	TOTAL AUDIENCE (Households (000) & %)		{	7,580 9.3		7,820 9.6		6,190 7.6		7,500 9.2										
	ABC TV			FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS		← AMERICAN BANDSTAND '82 →										
	AVERAGE AUDIENCE (Households (000) & %)		{	6,440 7.9		6,520 8.0		5,300 6.5		4,730 5.8	6.1*				5.4*					
W	SHARE OF AUDIENCE %		%	26		26		20		17	18 *				16 *					
	AVG. AUD. BY ¼ HR.		%	7.5	8.4	8.0	8.0	6.3	6.6	6.0	6.2	5.6	5.2							
	TOTAL AUDIENCE (Households (000) & %)		{	9,370 11.5		7,420 9.1		5,710 7.0		7,420 9.1	6,930 8.5		5,460 6.7							
E	CBS TV			BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES						
E	AVERAGE AUDIENCE (Households (000) & %)		{	7,910 9.7		6,030 7.4		4,810 5.9		6,190 7.6	5,950 7.3		4,320 5.3							
K	SHARE OF AUDIENCE %		%	31		23		18		23	21		15							
2	AVG. AUD. BY ¼ HR.		%	9.8	9.6	7.6	7.2	6.0	5.8	7.6	7.6	7.2	7.4	5.2	5.3					
	TOTAL AUDIENCE (Households (000) & %)		{	4,810 5.9		4,970 6.1		6,440 7.9		3,750 4.6	9,210 11.3									
	NBC TV			SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE		NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST								
	AVERAGE AUDIENCE (Households (000) & %)		{	3,670 4.5		3,990 4.9		4,970 6.1		2,930 3.6	4,240 5.2		4.4*		4.8*		5.1*			
	SHARE OF AUDIENCE %		%	15		15		18		11	14		13 *		14 *		16 *			
	AVG. AUD. BY ¼ HR.		%	4.5	4.4	4.9	4.8	5.7	6.5	3.6	3.7	4.5	4.3	4.8	4.9	4.8	5.5	5.9		
	TV HOUSEHOLDS USING TV WK. 1			27.1	28.1	29.0	29.6	28.2	28.8	28.5	29.6	30.0	30.7	30.6	31.6	32.7	33.7	34.6		
	(See Def. 1) WK. 2			30.7	32.1	31.5	32.0	33.2	33.7	33.2	33.9	34.2	34.9	33.8	34.6	34.8	36.1	37.5		
	U.S. TV Households: 81,500,000																			

U.S. TV Households: 81,500,000

(1)ABC WEEKEND SPECIALS, THE NOTORIOUS JUMPING FROG OF CALAVERAS COUNTY,ABC,(12:00-12:30PM)

For explanation of symbols, See page A.

DAY SAT. FEB.6, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.30, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			11,490 14.1						17,600 21.6							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			6,850 8.4						9,450 11.6							
	SHARE OF AUDIENCE %			21	6.9*		9.1*		9.3*	23	10.6*		11.5*			12.7*	
	AVG. AUD. BY ¼ HR. %			6.4	7.4	8.9	9.3	9.2	9.3	10.0	11.1	11.9	11.2	12.5		12.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)							16,220 19.9									10,920 13.4
	CBS TV																CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)							8,150 10.0	8.4*		11.6*		10.2*				8,800 10.8
	SHARE OF AUDIENCE %							22	20 *		26 *		22 *				19
	AVG. AUD. BY ¼ HR. %							7.8	9.0	11.4	11.7	10.2	10.2			10.4	11.2
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	12,800 15.7								5,540 6.8							9,370 11.5
	NBC TV																NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)	6,190 7.6	6.4*		7.4*		7.8*		8.2*	3,750 4.6				4.7*			8,150 10.0
	SHARE OF AUDIENCE %	20	18 *		20 *		20 *		20 *	10				10 *			18
	AVG. AUD. BY ¼ HR. %	6.1	6.6	7.5	7.3	7.6	7.9	8.6	7.7	5.3	4.4	4.4	4.9			10.2	9.8
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	11,250 13.8						19,800 24.3									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	6,930 8.5	7.6*		8.2*		9.6*	9,210 11.3	9.9*		11.4*		12.1*			11.7*	
	SHARE OF AUDIENCE %	21	19 *		21 *		23 *	24	23 *		26 *		25 *			22 *	
	AVG. AUD. BY ¼ HR. %	7.3	8.0	8.1	8.3	9.5	9.8	10.0	9.9	11.0	11.8	11.8	12.4	11.7		11.7	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	8,800 10.8						8,970 11.0									9,050 11.1
	CBS TV																CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	4,560 5.6	5.7*		5.7*		5.5*	4,400 5.4	4.8*		5.1*		6.3*				7,740 9.5
	SHARE OF AUDIENCE %	14	15 *		14 *		13 *	12	12 *		12 *		13 *				17
	AVG. AUD. BY ¼ HR. %	5.6	5.8	5.7	5.6	5.8	5.3	4.9	4.8	4.9	5.3	6.1	6.5			9.3	9.8
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	12,060 14.8															9,780 12.0
	NBC TV																NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)	6,440 7.9	7.3*		7.8*		7.6*		8.5*								8,390 10.3
	SHARE OF AUDIENCE %	20	19 *		21 *		19 *		21 *								19
	AVG. AUD. BY ¼ HR. %	7.1	7.6	8.2	7.4	7.3	8.0	8.5	8.5	7.2						10.0	10.5
TV HOUSEHOLDS USING TV WK. 1		35.7	37.0	37.7	38.4	39.2	40.4	42.3	43.5	46.0	47.1	47.9	48.8	52.7	54.9	55.9	56.8
(See Def. 1) WK. 2		38.6	40.0	39.7	39.2	40.5	41.6	41.9	43.0	43.7	45.2	47.8	50.2	53.6	55.0	55.7	56.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. FEB.6, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.31, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																2,200 2.7	3,020 3.7	
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-10:58AM) (-OP)		
	AVERAGE AUDIENCE (Households (000) & %)																1,870 2.3	2,530 3.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																8 2.3	11 2.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)									6,760 8.3									
	CBS TV									MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)	DRAK PACK (SUS) (SUS-OP)	SUNDAY MORNING							FOR OUR TIMES (SUS)
	AVERAGE AUDIENCE (Households (000) & %)									3,590 4.4					4.6*		5.1*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									20 3.5			3.6* 19 *		20 * 4.9		20 * 5.0		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																2,610 3.2		
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:06AM)		
	AVERAGE AUDIENCE (Households (000) & %)																1,960 2.4	2.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																10 2.2	10 * 2.6	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)									6,110 7.5									
	CBS TV									MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)	DRAK PACK (SUS) (SUS-OP)	SUNDAY MORNING							FOR OUR TIMES (SUS)
	AVERAGE AUDIENCE (Households (000) & %)									3,420 4.2					4.4*		4.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									21 3.0			3.3* 19 *		21 * 4.8		22 * 4.8		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.5	6.4	7.1	8.2	9.8	12.1	14.3	16.4	18.3	20.5	22.9	25.4	26.2	27.1	27.5	27.6	
		WK. 2	4.3	4.9	5.8	7.0	9.1	11.0	12.6	14.3	17.4	19.4	20.7	21.8	22.0	23.4	23.6	24.0	
U.S. TV Households: 21,500,000																			

TV HOUSEHOLDS USING TV		WK. 1	5.5	6.4	7.1	8.2	9.8	12.1	14.3	16.4	18.3	20.5	22.9	25.4	26.2	27.1	27.5	27.6
(See Def. 1)		WK. 2	4.3	4.9	5.8	7.0	9.1	11.0	12.6	14.3	17.4	19.4	20.7	21.8	22.0	23.4	23.6	24.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. FEB.7, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.31, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,620 6.9										9,860 12.1			
	ABC TV			KIDS ARE PEOPLE TOO II (10:58-11:30AM) (OP)	THIS WEEK-DAVID BRINKLEY				DIRECTIONS (SUS)						SUPERSTARS (2:00-2:55PM)		
	AVERAGE AUDIENCE (Households (000) & %)			3,670 4.5				4.5*						6,520 8.0	7.6*		8.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	2.9	3.3	15 4.6	15 *			14 *						19 5.6	18 *	20 *	8.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,340 4.1						15,160 18.6							
	CBS TV			FACE THE NATION										NBA ALLSTAR GAME (1:00-3:38PM)			
	AVERAGE AUDIENCE (Households (000) & %)			2,770 3.4						7,250 8.9	8.0*			9.5*	8.9*		9.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			12 3.3	12 *			14 *		22 7.4	22 *			24 *	22 *		22 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					4,890 6.0				8,070 9.9				11,170 13.7			
	NBC TV					MEET THE PRESS									NCAA BASKETBALL GAME-SUN ST. JOHNS VS GEORGETOWN WAKE FOREST VS ARKANSAS (2:00-4:04PM)		
	AVERAGE AUDIENCE (Households (000) & %)					3,830 4.7				4,970 6.1	5.1*			7.1*	5.8	5.6*	5.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 4.6	4.7			16 4.6	14 *			18 *	14 *	14 *	13 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	3,100 3.8		4,400 5.4										4,080 5.0		8,970 11.0	
	ABC TV			KIDS ARE PEOPLE TOO II (11:06-11:30AM) (OP)	THIS WEEK-DAVID BRINKLEY										SPORTSBEAT	SUPERSTARS (2:30-3:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	2,530 3.1		2,530 3.1										3,180 3.9		6,190 7.6	6.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	12 2.9		11 3.2	12 *			10 *						11 3.8	21 3.9	18 *	7.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			2,530 3.1		12,630 15.5										8,720 10.7	
	CBS TV			FACE THE NATION													
	AVERAGE AUDIENCE (Households (000) & %)			2,120 2.6		5,540 6.8										4,240 5.2	5.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			9 2.5	2.7	21 4.0	4.3*	15 *	5.2*	6.9*	22 *		8.4*	24 *	9.2*	14	15 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					4,480 5.5										10,430 12.8	
	NBC TV					MEET THE PRESS										NCAA BASKETBALL GAME-SUN NOTRE DAME VS UCLA (2:30-4:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)					3,590 4.4										4,560 5.6	5.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 4.3		4.4								15 5.4	15 *
TV HOUSEHOLDS USING TV WK. 1		27.6	27.9	28.8	29.9	30.3	31.9	32.5	34.5	37.0	37.9	39.2	40.4	40.7	41.1	41.3	42.7
(See Def. 1) WK. 2		24.7	26.3	26.6	28.4	28.6	29.3	30.4	31.0	31.1	32.8	34.3	35.3	36.0	36.7	36.3	37.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. FEB.7, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 31, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	11,820 14.5				32,030 39.3												
	ABC TV		USA VS-WRLD-OLYMPIC SPRTS						PRO BOWL FOOTBALL GAME NFC VS AFC (4:00-7:27PM)										
	AVERAGE AUDIENCE (Households (000) & %)	{	8,150 10.0				15,240 18.7												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 9.0				35 15.2												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{			9,780 12.0								4,730 5.8				12,140 14.9		
	CBS TV		NBA ALLSTAR GAME (1:00-3:38PM) (+OP)			CBS NCAA BASKETBALL-SUN. SOUTH ALABAMA VS WEST VIRGINIA VIRGINIA TECH VS CINCINNATI (3:38-5:40PM)(+OP)(OP)						CBS NCAA BSKBL-SUN. POST (5:40-6:00PM)(OP)			CBS EVENING NEWS- DEAN				
	AVERAGE AUDIENCE (Households (000) & %)	{			4,160 5.1								4,080 5.0				10,190 12.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			11 6.3								10 4.4				20 11.9		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{					9,450 11.6										9,370 11.5		
	NBC TV		NCAA BASKETBALL GAME-SUN ST. JOHNS VS GEORGETOWN WAKE FOREST VS ARKANSAS (2:00-4:04PM)(+OP)				SAN DIEGO OPEN-SUN. (4:04-6:07PM)(OP)							NBC NIGHTLY NEWS-SUN.					
	AVERAGE AUDIENCE (Households (000) & %)	{					4,400 5.4										7,660 9.4		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					11 4.9										15 8.8		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{			10,350 12.7												8,720 10.7		
	ABC TV		SUPERSTARS (2:30-3:30PM)			USA VS-WRLD-OLYMPIC SPRTS						ABC WIDE WORLD-SPORT SUN							
	AVERAGE AUDIENCE (Households (000) & %)	{			6,520 8.0												7,660 9.4		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			20 7.3												17 8.8		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{															6,600 8.1		
	CBS TV		CBS NCAA BASKETBALL-SUN. ST. JOHNS VS LOUISVILLE (2:30-4:30PM)						BING CROSBY-PRO AM-SUN.									CBS EVENING NEWS- DEAN(B)	
	AVERAGE AUDIENCE (Households (000) & %)	{															5,710 7.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															13 6.4		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{															9,780 12.0		
	NBC TV		NCAA BASKETBALL GAME-SUN NOTRE DAME VS UCLA (2:30-4:30PM)						SPORTSWORLD									NBC NIGHTLY NEWS-SUN.	
	AVERAGE AUDIENCE (Households (000) & %)	{															8,150 10.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															18 9.7		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	43.8	45.8	45.9	46.3	47.9	48.4	48.4	49.0	50.1	51.3	52.8	55.1	59.0	60.4	61.5	63.5	
		WK. 2	37.4	37.9	39.3	39.8	40.6	42.5	43.2	45.0	45.6	47.3	49.1	50.4	53.3	55.6	56.7	58.5	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. FEB. 7, 1982

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
NBC NBC NEWS UPDATE-2-MON(SUS)	1	9.56- 9.57PM	9.45														
	2	9.53- 9.54PM	9.45														
EVENING TUESDAY																	
CBS CBS DEMOCRATIC REPLY(SUS)	1	9.53-10.22PM	9.45														
CBS STATE OF UNION-SUMMARY(SUS)	1	9.49- 9.53PM	9.45														
NBC DEMOCRATIC VIEW-NBC(SUS)	1	10.07-10.35PM	10.00														
NBC DEMOCRAT. VIEW COMMENTARY(S)	1	10.35-10.42PM	10.30	10,430	12.8	9,050	11.1	19	11.1								
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)		9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS UPDATE-2-FRI(SUS)	1	9.59-10.00PM	9.45														
	2	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	12,310	15.1	12,310	15.1	25	15.1	10,020	12.3	10,020	12.3	19	12.3		
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	17,360	21.3	17,360	21.3	35	21.3	13,610	16.7	13,610	16.7	27	16.7		
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	10,920	13.4	10,920	13.4	22	13.4	14,340	17.6	14,340	17.6	27	17.6		
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	11,650	14.3	11,650	14.3	24	14.3	9,370	11.5	9,370	11.5	18	11.5		
NBC NBC NEWS UPDATE-2-SAT.		9.58- 9.59PM	9.45	9,450	11.6	9,450	11.6	19	11.6	10,430	12.8	10,430	12.8	21	12.8		
EVENING SUNDAY																	
ABC PRO BOWL FOOTBALL GAME(S)	1	4.00- 7.27PM	7.15	32,030	39.3	15,240	18.7	35	18.9								
							19.6*	31*									
ABC ABC SPORTS UPDATE-SUN	2	7.32- 7.33PM	7.30							10,350	12.7	10,350	12.7	19	12.7		
	1	8.29- 8.30PM	8.15	14,830	18.2	14,830	18.2	26	18.2								
ABC ABC NEWSBRIEF-SUN.	1	9.59-10.00PM	9.45	16,060	19.7	16,060	19.7	28	19.7								
	2	9.58- 9.59PM	9.45							16,710	20.5	16,710	20.5	30	20.5		
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	16,540	20.3	16,540	20.3	29	20.3	15,650	19.2	15,650	19.2	27	19.2		
NBC NBC NEWS UPDATE-SUN.	1	8.58- 8.59PM	8.45	12,550	15.4	12,550	15.4	22	15.4								
	2	9.13- 9.14PM	9.00							8,800	10.8	8,800	10.8	15	10.8		
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	9.50- 9.51PM	9.45														
	1	10.04-10.05PM	10.00														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	1	>	8.45	15,000	18.4	15,000	18.4	28	20.3	14,430	17.7	14,430	17.7	27	17.9	M-F	
	2	>	9.45						18.7						17.0	MON.	
			10.00						14.4								
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30	7,010	8.6	5,710	7.0	20	7.9	6,600	8.1	5,460	6.7	19	7.7	M-F	
			11.45						6.2						5.7	M-F	
ABC ABC MOVIE OF THE WEEK		12.00- 1.11AM	12.00	2,690	3.3	1,710	2.1	10	2.2	4,810	5.9	2,690	3.3	15	3.5	MON.	
			12.15				2.0*	7*	1.8				3.3*	13*	3.1	MON.	
			12.30						2.2						3.2	MON.	
			12.45				2.2*	11*	2.2				3.2*	16*	3.2	MON.	
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D			1.00							2.1	MON.							3.1	MON.
ABC ABC MOVIE OF THE WEEK-CONT'D			12.00							6.0	THU.								
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.00-12.41AM	12.15	5,540	6.8	3,990	4.9	20	6.0	THU.									
			12.30				5.4*	20*	4.9	THU.									
ABC FANTASY ISLAND-12.00	1	12.00- 1.09AM	12.00	3,910	4.8	2,360	2.9	13	3.0	TUE.									
	2	12.00- 1.08AM	12.15						3.1*	TUE.	4,080	5.0	2,770	3.4	16	3.4	TUE.		
			12.30				3.1*	12*	3.1	TUE.				3.3*	13*	3.2	TUE.		
			12.45				2.8*	14*	2.9	TUE.				3.5*	18*	3.4	TUE.		
			1.00						2.6	TUE.						3.0	TUE.		
ABC FRIDAYS		12.00- 1.11AM	12.00	6,280	7.7	3,830	4.7	16	5.4	FRI.	4,890	6.0	2,770	3.4	13	3.9	FRI.		
			12.15				5.1*	15*	4.9	FRI.				3.7*	12*	3.6	FRI.		
			12.30						4.8	FRI.						3.3	FRI.		
			12.45				4.6*	17*	4.4	FRI.				3.3*	14*	3.3	FRI.		
			1.00						3.9	FRI.						2.9	FRI.		
ABC LOVE BOAT-12.00		12.00- 1.09AM	12.00	5,130	6.3	3,340	4.1	18	4.4	WED.	4,320	5.3	2,930	3.6	16	3.6	WED.		
			12.15				4.3*	16*	4.1	WED.				3.6*	14*	3.7	WED.		
			12.30						4.2	WED.						3.6	WED.		
			12.45				4.1*	20*	4.1	WED.				3.6*	19*	3.6	WED.		
			1.00						3.4	WED.						3.3	WED.		
ABC VEGA\$-12.00	2	12.00- 1.09AM	12.00								4,240	5.2	2,690	3.3	14	2.9	THU.		
	1	12.41- 1.50AM	12.15	1,960	2.4	1,390	1.7	12	1.8	THU.				3.0*	11*	3.0	THU.		
			12.30						1.6	THU.						3.4	THU.		
			12.45						1.5	THU.				3.5*	17*	3.6	THU.		
			1.00						1.8	THU.						3.6	THU.		
			1.15				1.6*	11*	1.8	THU.									
			1.30						1.9	THU.									
			1.45				1.8*	16*	1.8	THU.									
ABC ABC MOVIE OF THE WEEK-2	2	1.11- 1.31AM	1.00								2,360	2.9	2,280	2.8	18	3.0	MON.		
			1.15													2.8	MON.		
			1.30													2.7	MON.		
ABC ABC MOVIE-WEEK(SUS)	2	1.31- 2.12AM	(SUS)																
ABC FRIDAYS-PART 2	1	1.11- 2.12AM	1.00							MON.									
	1	1.11- 1.19AM	1.00	3,260	4.0	3,100	3.8	17	3.8	FRI.	2,610	3.2	2,360	2.9	15	2.9	FRI.		
	2	1.11- 1.15AM	1.00						3.8	FRI.									
			1.15																
	1	1.19- 1.30AM	(SUS)																
	2	1.15- 1.30AM	(SUS)																
ABC ABC SPEC RPT(SUS)	2	3.00- 3.39AM	3.00																
CBS NEWSBREAK-M-F	>	8.45		14,100	17.3	13,610	16.7	25	17.1	M-F	14,020	17.2	13,040	16.0	24	17.0	M-F		
CBS CBS NEWS SPEC. RPT-11.30P(S)	1	11.30-12.00MD	11.30	6,930	8.5	5,710	7.0	20	7.6	THU.									
			11.45						6.5	THU.									
CBS LATE MOVIE I	>	11.30		7,740	9.5	5,300	6.5	23	7.2	M-F	8,390	10.3	5,620	6.9	23	7.4	M-F		
			11.45				7.2*	20*	7.3	MTUWF				7.3*	20*	7.2	M-F		
			12.00						6.6	M-F						7.2	M-F		
			12.15				6.5*	23*	6.3	M-F				6.9*	25*	6.6	M-F		
CONT'D																			

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE I-CONT'D			12.30						5.8	M-F					6.2	M-F	
			12.45				4.6*	24*	4.8	M-F				5.2*	26*	5.1	M-F
			1.00						4.1	THU.							
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,400	5.4	3,670	4.5	26	5.4	M-F	4,560	5.6	3,750	4.6	26	5.1	M-F
			12.45						5.2	MTUWF				6.3*	27*	4.9	M-F
			1.00						4.7	M-F						4.5	M-F
			1.15				4.8*	28*	4.4	M-F				4.4*	27*	4.2	M-F
			1.30						2.6	THU.							
			1.45				2.5*	23*	2.4	THU.							
		VARIOUS TIMES	(SUS)														
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	11,000	13.5	11,000	13.5	20	13.5	M-F	12,470	15.3	12,470	15.3	23	15.3	M-F
NBC NBC NEWS UPDATE-2-M-F		>	9.45	11,650	14.3	11,650	14.3	22	15.6	TU&TH	12,960	15.9	12,960	15.9	24	15.9	TU&TH
			10.00						13.0	TUE.							
NBC NBC NEWS SPEC.RPT-11.30P(S)	1	11.30-11.50PM	11.30	7,580	9.3	6,850	8.4	23	8.7	THU.							
			11.45						7.5	THU.							
NBC TONIGHT SHOW		>	11.30	9,290	11.4	5,870	7.2	23	8.5	M-F	9,620	11.8	6,110	7.5	24	9.0	M-F
			11.45				7.9*	22*	7.3	M-F				8.5*	24*	8.0	M-F
			12.00						7.3	M-F						7.2	M-F
			12.15				6.9*	25*	6.5	M-F				6.5*	24*	5.9	M-F
NBC DAVID LETTERMAN I	2	12.30- 1.00AM	12.30				5.7*	29*	5.9	THU.							
			12.45						5.1	THU.							
NBC SCTV COMEDY NETWORK	1	12.30- 1.58AM	12.30	5,790	7.1	2,850	3.5	15	5.2	FRI.	3,420	4.2	2,850	3.5	18	3.8	M-TH
	2	12.30- 1.56AM	12.30													3.2	M-TH
			12.45				4.5*	16*	3.8	FRI.	4,890	6.0	2,360	2.9	15	4.3	FRI.
			1.00						3.3	FRI.				3.7*	16*	3.1	FRI.
			1.15				3.3*	15*	3.2	FRI.						2.6	FRI.
			1.30						2.9	FRI.				2.6*	14*	2.6	FRI.
			1.45				2.7*	14*	2.5	FRI.				2.3*	14*	2.3	FRI.
NBC TOMORROW COAST TO COAST-1	1	>	12.30	2,930	3.6	2,450	3.0	16	3.4	M-TH							
			12.45						2.9	M-TH							
			1.00						2.6	THU.							
			1.15						2.2	THU.							
NBC DAVID LETTERMAN II	2	>	1.00								2,360	2.9	2,040	2.5	16	2.7	M-TH
			1.15													2.4	M-TH
		VARIOUS TIMES	(SUS)														
NBC TOMORROW COAST TO COAST-2	1	>	1.00	1,960	2.4	1,390	1.7	13	2.2	M-TH							
			1.15				2.0*	13*	1.8	M-TH							
			1.30						1.6	M-TH							
			1.45				1.5*	13*	1.4	M-TH							
			2.00						1.3	THU.							
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC ABC SPEC RPT-1(SUS)	1	6.30- 6.32AM	6.30							THU.							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS SPEC RPT.(SUS)	1	10.00-10.29AM	10.00																
ABC ABC SPEC RPT-2(SUS)	1	10.54-11.00AM	10.45																
ABC ABC SPEC RPT-3(SUS)	1	11.30-11.43AM	11.30																
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45															M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,010	8.6	6,760	8.3	27	8.3	M-F	7,090	8.7	6,850	8.4	27	8.4	M-F		
ABC ABC SPEC RPT-4(SUS)	1	2.21- 2.34PM	2.15																
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45															M-F	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45															M-F	
CBS SPRING SUNRISE SEMSTR-MWF(SUS)		6.00- 6.30AM	6.00															M-F	
CBS SPRING SUNRISE SEMSTR-TTH(SUS)		6.00- 6.30AM	6.00															M-F	
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30	490	.6	410	.5	5	<<.6	M-F	410	.5		<<		<<	M-F		
			6.45							M-F							M-F		
CBS CBS NEWS SPEC. RPT-6.04AM(SUS)	1	6.40- 6.41AM	6.30																
CBS CBS NEWS SPEC. RPT-10.00A(SUS)	1	10.00-10.20AM	10.00																
CBS CBS NEWS SPEC. RPT-10.52A(SUS)	1	10.52-10.56AM	10.45																
CBS CBS NEWS SPEC. RPT-11.57A(SUS)	1	11.57-12.03PM	11.45																
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,360	7.8	6,110	7.5	29	7.5	MTUWF	6,110	7.5	5,870	7.2	28	7.2	M-F		
CBS CBS NEWS SPEC. RPT-2.25PM(SUS)	1	2.25- 2.32PM	2.15																
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,440	7.9	6,190	7.6	22	7.6	THU.	6,110	7.5	5,870	7.2	20	7.2	M-F		
CBS CBS LIBRARY(S)	2	4.30- 5.30PM	4.30								5,460	6.7	3,420	4.2	10	3.8	TUE.		
			4.45											3.8*	9*	3.8	TUE.		
			5.00													4.3	TUE.		
			5.15												4.6*	10*	4.9	TUE.	
NBC PRESS CONF-GEN. DOZIER(SUS)	1	10.00-10.21AM	10.00																
NBC NBC SPECIAL REPORT-1(SUS)	1	11.30-11.36AM	11.30																
NBC NBC SPECIAL REPORT-2(SUS)	1	2.22- 2.35PM	2.15																
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,500	4.3	3,420	4.2	27	4.2		3,910	4.8	3,590	4.4	30	4.4			
ABC SCHOOLHOUSE ROCK-8.55AM	2	8.55- 8.59AM	8.45								3,750	4.6	3,260	4.0	20	4.0			
ABC SCHOOLHOUSE ROCK-9.25AM	2	9.25- 9.29AM	9.15								4,890	6.0	4,320	5.3	22	5.3			
ABC DEAR ALEX & ANNIE-10:56AM	2	10.56-10.59AM	10.45								5,460	6.7	5,220	6.4	22	6.4			
ABC SCHOOLHOUSE ROCK-10.55AM	1	10.55-10.59AM	10.45	6,760	8.3	5,950	7.3	27	7.3										
ABC SCHOOLHOUSE ROCK-11.25AM	1	11.25-11.29AM	11.15	6,850	8.4	6,280	7.7	27	7.7										
ABC DEAR ALEX & ANNIE-11.55AM	1	11.55-11.59AM	11.45	5,620	6.9	4,730	5.8	20	5.8										
CBS SPRING SUNRISE SEMSTR-SAT(SUS)		6.00- 6.30AM	6.00																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,180	3.9	2,690	3.3	20	3.3		2,850	3.5	2,450	3.0	19	3.0			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,100	3.8	2,930	3.6	17	3.6		3,340	4.1	3,100	3.8	19	3.8			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,240	5.2	3,830	4.7	19	4.7		4,320	5.3	4,080	5.0	21	5.0			
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	4,730	5.8	4,400	5.4	20	5.4		5,950	7.3	5,710	7.0	27	7.0			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,760	8.3	6,360	7.8	28	7.8		7,660	9.4	7,420	9.1	31	9.1	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	7,910	9.7	7,340	9.0	32	9.0		8,150	10.0	7,740	9.5	30	9.5	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,440	7.9	5,710	7.0	24	7.0		6,440	7.9	5,540	6.8	21	6.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,560	5.6	3,990	4.9	17	4.9		5,380	6.6	4,890	6.0	18	6.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,130	6.3	4,730	5.8	20	5.8		5,950	7.3	5,710	7.0	21	7.0	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,560	5.6	3,990	4.9	16	4.9		5,950	7.3	5,710	7.0	20	7.0	
NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	3,990	4.9	3,830	4.7	30	4.7		3,340	4.1	3,180	3.9	27	3.9	
NBC BETCHA DON'T KNOW-9:12AM		9.12- 9.14AM	9.00	7,990	9.8	7,820	9.6	43	9.6		7,500	9.2	7,420	9.1	41	9.1	
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	5,050	6.2	4,890	6.0	22	6.0		4,080	5.0	3,990	4.9	18	4.9	
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	5,220	6.4	5,130	6.3	22	6.3		4,320	5.3	4,080	5.0	16	5.0	
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	4,160	5.1	3,830	4.7	16	4.7		5,300	6.5	5,130	6.3	19	6.3	
NBC NCAA BASKETBALL-REG'L	1	1.00- 3.06PM	→GRID	10,510	12.9	4,730	5.8	17			9,210	11.3	4,240	5.2	14		
	2	1.00- 3.03PM	→GRID														
	2	1.00- 3.03PM	→GRID						8.0							1.9	
			3.00													.7	
			3.15														
NBC NCAA BASKETBALL-NAT'L	1	3.03- 5.08PM	→GRID	12,800	15.7	6,190	7.6	20	8.3								
			5.00														
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-10.58AM	→GRID	2,200	2.7	1,870	2.3	8			2,610	3.2	1,960	2.4	10		
	2	10.30-11.06AM	→GRID						2.3							2.6	
			10.45														
			11.00														
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	3,340	4.1	3,020	3.7	13	3.7		3,100	3.8	2,770	3.4	13	3.4	
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS NBA ALLSTAR GAME(S)	1	1.00- 3.38PM	→GRID	15,160	18.6	7,250	8.9	22									
			3.30						9.1								
CBS CBS NCAA BASKETBALL-SUN.	1	3.38- 5.40PM	→GRID	9,780	12.0	4,160	5.1	11									
			5.30						4.9								
NBC NCAA BASKETBALL GAME-SUN	1	2.00- 4.04PM	→GRID	11,170	13.7	4,730	5.8	14									
			4.00						7.1								